Letterhead should match your resume and might include this information as well as a blog or personal website.

Month Day, Year

Hiring Manager’s First and Last Name, Title

Company/Organization Name

Address

City, State Zip Code

Example:

Dear Director Lou

Dear Hiring Managers Title and First and Last Name:

Identify the position you are applying for, how you found out about the opportunity and why it is of interest to you.

Please consider my resume and cover letter for the Social Media Specialist position that was posted on the Champlain College website. This position is an excellent fit with my education, experience, and career interests. Lake Champlain Chocolates is a company that I am very interested in working for because of its strong reputation of being an industry leader in the fair trade movement.

Letterhead should match your resume which might include this information as well as a blog or personal website information.

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In May of 2015 I will receive my Bachelor of Science in Public Relations with a minor in Marketing. As my resume indicates, my coursework and internship experience has helped me to develop effective social media promotional campaigns, online analytics analysis and technical skills. My key strengths and contributions include:

Make reference to your resume and highlight how you possess the key skills for the position.

* **Social Media:** Increased Facebook followers by 75% for the Peace and Justice Center through a two week values based promotional campaign

Select 3-5 job requirements from the job description that match your strongest qualifications and provide evidence of your related experiences and accomplishments.

* **Analytics:** Conducted an audit of website traffic for Champlain’s Sustain Champlain website and increased traffic by 50% over a four-month period
* **Technical Skills:** Demonstrated proficiency in learning new applications quickly. Skilled in using Microsoft Office, Facebook, Twitter, and Instagram
* **Leadership:** Engaged 100% of my student advisees in harvesting food through the Intervale as a Peer Advisor, promoting the importance of eating local

Reiterate your enthusiasm for the position.

My background and career goals match your job requirements and I am confident that I can perform the job effectively. I am genuinely interested in the position and in working for Lake Champlain Chocolates.

Express appreciation to the reader and suggest a way to continue the conversation.

Thank you for your consideration. I look forward to discussing how I might contribute to the team and the continued success of Lake Champlain Chocolates.

Sincerely,

Your Signature

Your First and Last Name

Attachment(s)