

## Cover Letter Format

A cover letter serves three basic purposes and is divided into sections accordingly. The cover letter can be written in a traditional business letter format, or can be adapted to an email depending on the method of application.

### *1. Statement of Purpose*

- Begin with a statement of purpose. Name the position to which you are applying and how or where you learned of the position or organization.
- Indicate why you are interested in that specific position.

### *2. Explanation of Qualifications*

Explain why you are interested in working for this employer and specify your reasons.

Emphasize any qualifications you want the employer to notice and highlight a few key points in your resume that are particularly relevant.

State how your skills from your previous experiences can be transferrable to the open position.

### *3. Closing*

- Thank the employer for taking the time to review your application.
- State your availability for an interview.

## SAMPLE COVER LETTER

### Greeting

Jane Doe  
HR Director  
ABC Company  
1530 State Street  
Riverside, CA 92521

Dear Ms. Doe,

### Statement of Purpose

I am submitting the enclosed resume for the Marketing Associate position that is available in your Enterprise Communications Marketing Department. After reviewing the job description and ABC Company's website, I believe that there is an excellent match between my skills and experience and your department's goals.

I believe that my MBA in Marketing, coupled with my international experience – including fluency in Thai, Mandarin, and English – could prove valuable to your marketing initiatives in Asia.

### Explanation of Qualifications

Previously, I worked in the field of Public Relations in Bangkok, Thailand, where I worked as a PR Specialist for a major insurance company, AIG. Most recently, I completed an international consulting project for a global technology company in conjunction with my MBA program at the A. Gary Anderson Graduate School of Management at the University of California, Riverside. I believe that my international marketing and social media experience can be of value to your Enterprise Communications Marketing Department. My language skills, coupled with my knowledge of Asian culture and consumer buying habits, could be of value to ABC Company as you expand your international marketing campaigns throughout Asia.

### Closing

Enclosed is a resume for your review and I hope to have an opportunity to meet with you to discuss my qualifications, and how I can make a contribution to your department at ABC Company. I look forward to hearing from you and learning more about your specific needs and the company's plans for expansion throughout Asia.

### Signature

Sincerely,

*Amy Tang*

Amy Tang