

COVER LETTER GUIDE

Your resume is the first impression an employer will have of you and the basis by which you will or will not be selected for an interview. Your resume should reflect your qualities and experiences most relevant to the position for which you are applying.

SALUTATION

Try to identify the person who has the power to hire you in that department or organization. Spell his/her name and title correctly.

- Dear Ms. Smith
- Dear Dr. Diaz
- Dear Marketing Director
- Dear Human Resources Recruiter

FIRST PARAGRAPH

This should consist of why they are receiving this letter, position applying for, person who referred you, and how you heard about this position.

- I am writing in response to the Finance position at XYZ Company, listed on UC Santa Barbara's Gaucholink system.
- An article in Business Week magazine identified your firm as an innovator in biological research. My senior project on chemical spill effects on marine life explores the area in which you are expanding. I would like the opportunity to talk with you about our mutual interest in this growing field.

SECOND PARAGRAPH

Communicate the way in which your skills and experience can be of value to the employer. Present the most relevant information you want the employer to consider, even before he/she turns to your resume. Highlight special accomplishments and show your enthusiasm, without merely repeating your resume. Explain how your qualifications fit the company's needs.

- After taking several related courses and visiting alumni in the field, I have decided to pursue a career in labor relations. As you will note in my resume, I completed a senior thesis on labor law and have had practical experience mediating conflicts as a Resident Assistant and head of our Conduct Committee. This past year, I was a volunteer with a community mediation agency. With my leadership abilities, analytical skills and related background, I would work hard to be an effective member of your staff.
- For a recent Accounting Association event, I designed advertising materials which resulted in a 50 percent increase in student turnout over the previous year. Through this experience and an internship with a public relations firm, I have developed skills which would add value to your promotional campaigns.

FINAL PARAGRAPH

Wrap it up and let the employer know that you appreciate his/her time. Indicate how to reach you.

- Thank you very much for taking the time to consider my resume. If you have any questions please contact me.

- A letter and resume can tell only so much about my motivations and qualifications. I would welcome the opportunity to discuss my background with you in person.

FINAL TIPS

- Keep to one page
- Address to specific person if at all possible
- Tailor to requirements of position and employer's needs
- Know your reader and the organization
- Ensure that letter is easy to read and printed neatly on single page of white or off-white paper
- Check so that letter is free of spelling, punctuation, and grammatical errors
- Write in your own words, not copying material out of a book
- Proofread yourself and ask others to proofread, as well (Do not only rely on spell check and grammar check.)

Olé Gaucho

2119 North Hall | Santa Barbara, CA 93106 | 805.893.8000 ole@umail.ucsb.edu

May 15, 2009

Ellen S. Glass
Human Resources Director
Santa Barbara Research
6789 Hitchcock Road
Santa Barbara, CA 90105

Dear Ms. Glass:

I am applying for the Mechanical Engineering position available at Santa Barbara Research, which I learned about through UC Santa Barbara's Gaucholink system. I was impressed to see the importance that you place on having a dynamic staff and I believe that my experience would complement your firm.

Through your website, I noticed Santa Barbara Research is developing a wind turbine for home use in energy conservation. This device utilizes a mechanical engineering design with electronic control systems, which is very similar to the turbine design team project I led in our own Engineering Department. I also demonstrated leadership and initiative in the planning of UCSB's Engineering Week events. In addition, I have maintained a 3.75 GPA and worked part-time to supplement my education. Through my studies, work, and extracurricular activities, I gained time management, organizational, and excellent written and verbal communication skills.

I believe my professional experience and standards make me a valuable asset to your organization. I welcome the opportunity to meet with you personally to discuss my qualifications for the position in detail. Thank you for your time and consideration.

Sincerely,

Olé Gaucho