

# Career Connection Cover Letter Guide

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A great cover letter showcases your writing skills and highlights your most relevant assets and experiences. A cover letter should complement your resume, but the two documents should not be identical to each other. We suggest the following guidelines when creating your cover letter:

## Page Formatting

- Your cover letter should be printed on 8.5x11" white or off-white paper
- The font size should be between 11.0 and 13.0 points
- The margins should be set between 0.5" and 1.0"
- Your cover letter should follow the format of a professional business letter
- Cover letters should be no more than one page and usually consist of three to five paragraphs
- All paragraphs should be aligned on the left-hand side. You do not indent for professional business letters
- Your cover letter should be in the same font and formatting as your resume. Use readable fonts like Arial, Bell, Calibri, Cambria, Garamond, and Times New Roman
- Once finalized, convert your cover letter into a PDF

## Structure

### Salutation:

Try to identify the hiring manager in the department or organization you are applying for. Appropriate salutations are:

- Dear Larry Page:
- Dear Hiring Manager:
- Dear Mr. Page:
- Dear Recruiting Team:

### Introductory Paragraph:

Introduce yourself to the employer and tell them about your goals. Include your school, major, year, position applying for, person who referred you (if applicable), and a brief statement about why you are a good fit for the position. If you are an international student, briefly explain your visa situation and indicate if you need sponsorship. To transition into your body paragraphs, try to include around three skills or experiences you will later highlight in your cover letter.

### Body Paragraphs:

Support the skills or experiences you have outlined in the introductory paragraph. Show how your experiences have led you to develop valuable skills to the employer. Highlight your achievements without repeating your resume. Present the most relevant information you want your employer to consider, even before s/he reviews your resume. The content of these paragraphs should be presented in the same order as they were outlined in the introductory paragraph.

### Closing Paragraph:

Thank your employer and re-emphasize your skills. Encourage them to contact you for an interview, and thank them again. If you'd like, you can add one sentence customized to the firm.

### Valediction:

You must sign your cover letter. We recommended signing off with the phrases "sincerely" or "thank you," and if possible, printing out your letter, signing it in blue pen, and scanning it as a PDF prior to sending it to your employer. This requires extra work on your end, but it will help your letter stand out. It may not necessarily get you the job, but it displays professionalism and shows employers you are willing to put in extra effort in your work.

<b>Your Address</b>	<b>OLÉ GAUCHO</b>  2119 North Hall   Santa Barbara, CA 93106
<b>Date</b>	January 1, 2020
<b>Company Address</b>	Larry Page Google Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043
<b>Salutation</b>	Dear Larry Page:
<b>Introductory Paragraph</b>	As a third-year Economics student at UC Santa Barbara, I am enthusiastic about applying for the Data Analytics Internship at Google. I have always been fascinated with the culture at Google, and my interest in the company was furthered when I spoke with Sundar Pichai at UCSB's Fall Career Fair. The company's innovative and entrepreneurial spirit align directly with my career goals. My refined communication skills and my ability to adapt quickly in the workplace would make me an asset to the Google Analytics team.
<b>Body Paragraph</b>	One of the greatest experiences I have had at UCSB was the opportunity to study abroad in Barcelona, Spain. Learning a new language and building a social network in a foreign country challenged my ability to be flexible and adaptable when pursuing a goal. I am now competent when navigating an unfamiliar setting and can feel comfortable talking to just about anyone. Through the courses I took abroad, I also gained an international perspective in Economics, which diversifies my degree and it allows me to conceptualize global markets on a much deeper level than I had been able to previously. I feel that these characteristics are not only unique, but they would be an excellent fit within the Google Analytics team.
<b>Closing Paragraph</b>	Thank you for taking the time to review my application for the position. My research experience, communication skills, and quick learning are an excellent addition to the Analytics department, and I would appreciate the opportunity to speak with you further about my fit with the firm. Please feel free to reach out to me via email or phone, which is listed below. Thank you again for the opportunity, and I look forward to hearing from you soon.
<b>Valediction</b>	Warm regards,
<b>Signature (actually sign if possible)</b>	<i>Olé Gaucho</i>
<b>Contact</b>	Olé Gaucho (555) 555-5555 olegaucho@ucsb.edu

(For more information on resumes, please visit the Career Connection Office in North Hall 2119)