

Writing a Coverletter

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A designer can tell a lot from your coverletter.

You might think that if you have a good resume, you don't need a coverletter. Nothing could be further from the truth. Your coverletter supplements your resume. It focuses attention on your achievements and gets a prospective employer interested in you.

Now with e-mail the traditional mailed coverletter is extinct. The initial e-mail you send is the coverletter.

Setting ?tarded

1) be formal

2) address coverletter to

Dear Mr or Ms First Name Last Name (get it correct)

3) do not address it to a generic person

4) when writing about you and the company avoid being generic, be specific a thing or 2 about the company. Make sure you have your facts straight.

5) be specific about a project or experience you have

6) do not be assuming “I know I have the qualifications, qualify me for the position...”

7) in the letter: do no list phone number or say this is how you can reach me

8) DO NOT list software you know in the letter

9) NO typos whatsoever

/ontent

Dear Mr. Ms. FirstName LastName,

1.

Identify yourself, in any way except *my name is and I go to KU*. Start off strong, interesting.. You can say you are a young designer but you don't need to say I am graduating in May. They will see all this on your resume, so be creative.

Something about yourself /how do you know of the company/ did someone tell you about them / refer you to them / see them on a studio tour / in a award book / see a job listing / did you see them speak / see them in an article online / in a magazine / ...

(visit their website, look at the work, mission, news, awards, google them for more articles, LinkedIn...)

/ontent

2.

Don't reiterate your resume. Make a stronger impression by limiting your focus to one or two experiences/projects. If you talk about a project and how it relates to them then they are likely to click on your link and look at the project (hook them into your portfolio). The more specific you can be, the better. * the project(s)/ experience you choose should change based on what the company you are applying to: if they are branding choose a branding project and maybe a project with a lot of research or a lot of text....

3.

Something about them -- be specific -- a project you found interesting, a quote from the website... and why it speaks to you. Does it relate to anything you have done or would like to do.

/ontent

4. Conclusion:

In the final paragraph, restate your interest in the company and take an active roll say “I will contact you in next week”. and CALL. Do not expect anyone to call you. You must call and call again.

Sincerly,

Your Name

website address

cell number

tips

What makes a great coverletter

Top 10 mistakes

Tip #1: Keep it brief.

Your letter should not go over one page. Use short paragraphs and bullet points whenever possible. Avoid flowery or excessive words when fewer words will get your point across equally well.

Tip #2: Be assertive and proactive.

Explain what special skills and qualities you can bring to the job. Don't explain what the job will do for you. Avoid empty cliches, such as "I am a self-starter" or "I'm a people person." Use active words and phrases. Avoid "are" and "is."

Tip #3: Tailor the cover letter to the specific company.

Don't write generic praise about the company. Be as specific as you can and demonstrate your knowledge of the company. Research the company. Check news sources for recent company events that you can reference in your letter.

Tip #4: Revise your cover letter for each application.

Different aspects of your background will fit different jobs. Focus on relevant job experiences and skills. For instance, an employer for a research position probably wouldn't be interested in your creative writing skills.

Tip #5: When writing about non-professional experiences, translate them into "business-speak."

Explain how your class-related, extracurricular or volunteer activities have prepared you for other kinds of work. Compare:

"I was president of the French club."

vs.

"In my term as president of the French club, I developed valuable leadership skills as I organized a 10 person team to undertake fundraising activities."

Tip #6: Address your letter to an individual rather than a department.

Call the company directly to identify the proper addressee. Use formal language (Mr., Ms., Dr.) when addressing them, and never just their first name—even if you know them personally.

Tip #7: Let the employer be the judge of your skills.

State your skills and qualifications, but don't tell the employer that you are the best person for the job. It can appear arrogant and presumptuous. Impress the employer with your skills, and let them conclude you are the best person for the job.

Tip #8: Proofread!

Typos will land your letter in the trash. Check grammar, spelling and especially the spellings of names. Have somebody else read your letter—they can pick up on things missing from your letter. Before mailing, make sure you've included your resume and any other requested items.



SARAH REW
graphic designer

785.840.6592
sarah@sarahrew.com
www.sarahrew.com

Dear Jason Rincker,

With great aspiration to be in the interactive design field, I am writing to you about the visual design internship for Sprint's UXD group. I will be graduating from the University of Kansas in May 2011 with a BFA in Graphic Design and would like to be considered for the position opening.

Over the course of the last year I have been introduced to and engaged with the world of experience design. Through both classes and internships I have been able to get my feet wet and design both hypothetical and real world interactive designs on many platforms including web, mobile, and tablet. Learning from other designers and developers has been a wonderful opportunity and one that I hope to continue with this internship.

With Sprint being in such a competitive and ever growing field, understanding what users want and the possibilities of the devices is so important. The KU design program really focuses on understanding and making a functional design to meet users needs. Though designing for the mobile platform is always fun because new technologies are constantly creating new design possibilities, the research behind the design is something that I love doing and a quality that I feel I can bring to this internship.



I also love having an opportunity to learn new things. Having resources like the AIGA Intro-Active Series and hundreds of internet sites are great, but there is nothing quite like jumping into a new project and learning on the fly. Fresh out of school I am eager to learn more about the world of experience design and I think Sprint would be a great place to do so.

It was great talking with you again last night at the KU Senior Show. Thank you for taking the time to look at my work in consideration for the position and I look forward to speaking with you soon.

Sincerely,

Sarah Rew

Sarah Rew

Jason Kernevich
The Heads of State
39 N 3rd St, 2nd Floor
Philadelphia, PA 19106

Dear Mr. Kernevich,

I am a creative designer with a passion for logo and identity design. I was recently inspired by your brokelyn.com identity design featured in print magazine. I am writing to you to express my interest in using my communication skills in a creative position at The Heads of State.

I am currently the Community Relations Intern at Children's Mercy Hospital. This position has opened my eyes to how design can be used in other fields. Working for the in-house designers, I learned that it is our job to create great designs to help others outside of the design community. While there I designed fliers and posters, and created a campaign for the Heart Center in the hospital. Through this experience and class projects I have learned the importance of every stage of the design process all the way from the initial research to the final product.

In my time at the University of Kansas I completed many projects, but one of my favorites was a branding project where I created a campaign for bike safety. The ability to create a campaign with meaning was gratifying and drove my passion for the project. The Heads of State Environmental Awareness Campaign for Patagonia really appealed to me as not only a designer but also as a person who cares about global issues. Your firm's ability to turn controversial topics, such as global warming and deforestation, into witty t-shirt designs that elicit unique conversations really inspired me. Being witty is an integral part of who I am, and I would love to work in a firm where I could learn to mesh graphic design with my inner comedian.

My software proficiency includes Photoshop, Illustrator and InDesign. As a young designer I am excited to continue learning and growing and would love a chance to do this at your firm. My unique problem solving and witty outlook would be a strong contribution to The Heads of State.

Thank you for your consideration, and I look forward to speaking with you soon.

Sincerely,

Rebekah Lewis

Mr. Bryan Keplesky
Misprint Magazine
PO Box 303157
Austin, Tx 78703

Dear Mr. Keplesky,

I am a creative designer with a passion for poster design as well as magazine design. I was recently inspired by your poster design featured in print magazine. I am writing to you to express my interest in using my communication skills in a creative position at Misprint Magazine.

I am currently the Community Relations Intern at Children's Mercy Hospital. This position has opened my eyes to how design can be used in other fields. Working for the in-house designers, I learned that it is our job to create great designs to help others outside of the design community. While there I designed fliers and posters, and created a campaign for the Heart Center in the hospital. Through this experience and class projects I have learned the importance of every stage of the design process all the way from the initial research to the final product.

One of my favorite design experiences has been a freelance opportunity to create posters for an Emerging Professionals group in Houston. The ability to design playful posters for the group for events such as Christmas in July and their pub-crawls has simply been fun. The posters Misprint Magazine designed for the Beard and Moustache Competition are both imaginative and entertaining. Your magazine has the ability to create lighthearted yet beautiful posters. I love creating lighthearted and fun designs and would appreciate the chance to continue my career at your firm.

My software proficiency includes Photoshop, Illustrator and InDesign. As a young designer I am excited to continue learning and growing and would love a chance to do this at your firm. My unique problem solving and witty outlook would be a strong contribution to Misprint Magazine.

Thank you for your consideration, and I look forward to speaking with you soon.

Sincerely,

Rebekah Lewis



[10.26.11]

[MR. DAVID HUGH MARTIN
FANTASY INTERACTIVE
80 FRANKLIN STREET
NEW YORK, NY 10013]

[CONTACT]

✉ ANDY@ANDYARMSTRONG.ME

☎ 1.913.206.2795

🌐 ANDYARMSTRONG.ME

DEAR MR. MARTIN,

Over the past few years, I've been an avid follower of the work that you've been producing over at Fi. I strongly believe in the Fi philosophy of "Quality over Quantity," and am also a perfectionist at heart, creative by nature. Fi looks for designers with a keen attention to detail, designers that can get down the very pixel and push a project to it's maximum potential. That designer is me.

Fi's work has inspired and compelled me to push myself to the limits over the past few years. Projects such as ATARI, OLF, EA and your social network Kontain have lead my creative hunger.

I want to apply for the intermediate design position at your New York location. With an eccentric personality and enormous drive, I will bring even more passion and culture to the team than there already exists. Oh yeah, I already embrace the no shoes policy.

Thanks for your consideration,

Sincerely,

Andy Armstrong





[10.26.11]

[MR. CHRIS MCCALL
1453 3RD STREET
PROMENADE SUITE 420
SANTA MONICA, CA 90401]

[CONTACT]

✉ ANDY@ANDYARMSTRONG.ME
☎ 1.913.206.2795
🌐 ANDYARMSTRONG.ME

DEAR MR. MCCALL,

I'd like to submit my application for BLITiZENSHIP. I'm a creative, a designer, a musician, a producer, a skater and a gamer to say the least. With a keen attention to detail, I'm a perfectionist at heart and creative by nature. I believe that you should consider me for BLITiZENSHIP because I'll bring even more drive, passion, personality, hunger, diversity and "ninja skills" to the table. I'm extremely passionate about what I do and want to do and want to bring this Blitz.

Thanks for your consideration,

Sincerely,

Andy Armstrong





Jennifer Clark

913.488.0966

Mr. Steve McMillen
Executive Director
Kansas City Golf Association
7451 Switzer Street Suite 100
Shawnee, Kansas 66203

Dear Mr. Steve McMillen,

As I near the end of my college career, I look back on the memories I made while playing golf and realize how much the sport played a part in my life and has shaped the paths I have taken. My passion for the sport has provided me with opportunities to compete, travel the country, and make long-lasting friendships with people from around the world. I am writing to you to express my interest in your summer operations internship.

As a graphic design student with a passion for sports, I would love to stay connected with both industries and possibly combine the two. Through my design classes, I have collaborated with teams to produce both a magazine publication, as well as, a campaign for Kansas Recreation and Parks. I have also gained experience, producing work for diverse audiences and learned to manage time well by having multiple projects going on at one time with tight deadlines.

Competing in golf tournaments has given me many opportunities to meet officials and obtain a good understanding of tournament operations from the roles of tournament officials, to the scoreboard operations, and to all of the behind-the-scenes work that takes place. I have worked at Sunflower Hills Golf Club as an instructor for the First Tee Program, as well as, working with the junior golf leagues where I helped with set up, organized groups, and kept score for participants.

I believe my design work and golf experiences would be very beneficial to your organization. Thank you for taking the time to consider my application. I look forward to hearing from you soon.

Sincerely,

Jennifer Clark



CAITLIN HARSCH | DESIGNER | CAITLIN HARSCH@YAHOO.COM | 913.209.3531

Barkley
1740 Main Street
Kansas City, MO 64108

Dear Barkley Mentorship Bestower,

With great aspiration to be a part of the advertising world, I am writing to you to express my interest in Barkley's summer mentorship. With so many outlets for design, I feel my ultimate desire belongs in identity design and branding. I am currently majoring in visual communications at the University of Kansas and will be graduating May 2010.

Previous design employment and internships have given me a greater perspective on the design in the work environment. These opportunities have improved not only my ability communicate with others but as well as myself. At Student Union Activities my designs travel through the hands of several people before they can be finalized, a process fairly intimidating to the beginning designer. However, this process has sharpened my ability to problem solve as well as collaborate and compromise with a coworker. Overall my employment opportunities have ultimately provided me with the feel of a fast paced design environment, one not usually experienced in school.

What I find most appealing about Barkley is your attention to detail. Not only is your attention to detail found in your design work but also throughout your company's brand. When I toured your space with my AIGA student chapter last year I remembered no aspect of Barkley's brand was left behind. From your website to the display seen right when you walk in the front door, clients, employees and everyone in between are immediately connected to Barkley's philosophy. Advertising is a field based on the success of a genuine connection between a consumer and a brand. This very same connection is what Barkley strives for between them and a client. To me a firm that invests so much in their own brand only begins to suggest how much they will invest into a client's brand. The work Barkley has done for Sonic Drive-In, Blue Bunny Ice Cream and Build-A-Bear Workshop not only proves how important a true consumer connection is, but how successful a client to firm connection can be.

Thank you for taking the time to look over my resumé and work. I appreciate your consideration, and I look forward to speaking with you.

Sincerely,

Caitlin Harsch



Jennifer Clark

913.488.0966

Mr. Dana Christian
Director of Production Art
Gear For Sports
9700 Commerce Parkway
Lenexa, Kansas 66219

Dear Mr. Dana Christian,

I will be graduating in December from the University of Kansas with a Bachelor of Fine Arts in Visual Communication with a concentration in Graphic Design. I had the opportunity to speak with you at our KU Portfolio Workshop in March, and wanted to express my interest in an internship at Gear For Sports.

Growing up in Kansas City, I shopped at Gear For Sports and wore clothing from the company, but I never realized how much work went into each design. After speaking with you last March and learning about the production of apparel for large athletic associations, I became interested in being a part of their events through Gear For Sports.

As a graphic design student with a passion for sports, I would love to stay connected with both industries and possibly combine the two. Through my design classes, I have collaborated with teams to produce both a magazine publication, as well as, a campaign for Kansas Recreation and Park Association. For my senior thesis project I used my interests in sports to design a college recruitment company to help high school athletes advance their careers. I have also gained experience producing work for diverse audiences and learned to manage time well by working on multiple projects going on at one time with tight deadlines.

Thank you for taking the time to consider my application; I look forward to hearing from you soon.

Sincerely,

Jennifer Clark