



# ⇒ Cover Letter ⇐ Workshop

Katie LaBranche - May 2021

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# Agenda

1. About Me
  2. Best Practices
  3. Dos and Don'ts
  4. Bad Examples
  5. Good Examples
  6. Content
  7. Tips & Tricks
  8. Resources
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# Hi! I'm Katie LaBranche

- Freelance Digital Media Strategist
- Rosetta Stone Knowledge Base Admin
- Former Implementation Specialist (Rosetta Stone)
- Former Content Specialist (Cobalt Communications, Inc.)
- BA Communication, Technology & Culture
- MA Digital Media Strategy
- Dog lover, cheese enthusiast, house plant killer



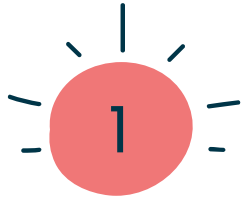
[klabranche206@gmail.com](mailto:klabranche206@gmail.com)

[katielabranche.com](http://katielabranche.com)

[LinkedIn](#)

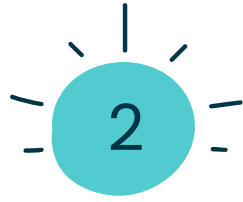


# Best Practices



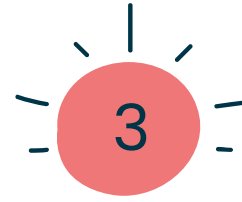
## One Page

Keep it short and sweet.



## Matchy-matchy

Use the same style as your résumé.



## SPELLING

Read sentences backward to catch mistakes.



## Formatting

Use bullets & short paragraphs (3-4 sentences max).



## Avoid Fluff

Be polite but also cut to the chase.



## Add Personality

Write how you would speak (but still make it professional).



# • • • • • Cover Letter Dos and Don'ts

## DO

- Address the hiring manager if possible
- Mention the position and company you're applying for
- Think of it as **required**
- Show how you're unique/the best fit
- Vary your sentence structure
- Know your audience
- Send it as a PDF

## DON'T

- Repeat your entire résumé in paragraph-form
- Send generic cover letters
- List only the skills covered in the JD



# Bad Examples

Ben Goodwin  
1234 High St  
London  
n16 7xx  
tel. 0207 555 8888

Hello Jon:

My name is Ben Goodwin. I am an Actor, Singer, Dancer, Writer, Composer, Comedian, and a great all round entertainer. I would like to take this opportunity to put myself forward for the part of Romeo in your production of Romeo and Juliet.

I am 27 years old and from the very beginning of my career, I have been recognised as someone who will someday be a great star as I always get main leading roles. I have been trained at Lardis and done lots of courses and workshops since then which have given me so much knowledge of the industry.

Last year I was in a Shakespeare play called Richard the Third, and a director from the globe saw the spark in me and compared me to a young Kenneth Branagh. Immediately after this I toured the UK with a pantomime show Cinderella, in which I played the bad guy. Although I was playing the bad guy everyone loved me!

After that, I appeared in a musical revue at the Rose Hill Theatre. I was highlighted in this revue, appearing in over half the songs, and spotlighted in several solos more than any other cast member, including two which were the high point and finale of the show.

I placed second in the vocal division of the South East Solo Singer Competition. At this concert, before a packed audience, I received great cheers and even signed autographs backstage and at the stage door.

I next toured Ireland with Bully, a Theatre in education show about the problems of school bullying. Again I played the bad guy and landed the role of the bully. Although I was not the lead on this tour, I was shining perhaps brighter than anyone else.

I then returned to London and took part in another singing competition for the TV. I won't say which show it was but I nearly had the X Factor! I was politely nobbed for an hour after each show by crowds of young teenage girls who asked for my autograph and took pictures of me. That was a great experience even though I didn't get through.

I have also studied dance and modern jazz dancing from some of the top professionals in the UK which has come in very useful for the musicals and pantos that I have been in.

Since 2010 I have joined the ABC Talent Agency and have been concentrating upon the total development of my talents; acting, singing, dancing, performing on musical instruments, composing, writing, comedy, and even some impressions (Buddy Holly, Barry Manilow and Elvis Presley). I can pick up any impression quickly—almost instantly whether they be an actor or a singer.

I have also composed and written two lengthy vocal works which I want to turn into musicals. I have done some previews in London small theatres. Each calls upon my ability to sing, act, dance, and carry the shows alone. People to whom I have shown them have expressed great awe and said that my performances were truly magical.

I would be a great Romeo in your production of Romeo and Juliet.

I look forward to hear from you or you can call the ABC agency on ~~0207 555 8888~~  
Yours truly,  
0207 888 3333

Ben

Robert Junior

555-555-5555  
hello@kickresume.com

February, 20th, 2021  
Hello, I am applying for Software Engineer

Dear Recruitment Team,

I am currently enrolled in the final semester of my Master's degree in Information Systems at the Technical University Munich (TUM). After successfully completing my studies, I am looking for a new challenge as a software engineer in the web development sector. I am particularly interested in working as a Full Stack Developer at Audi Business Innovation as I am really passionate about using state-of-the-art technologies to create solutions that increase customer value and make a significant contribution to the developer community. I believe that my professional experience coupled with the research I conducted throughout my studies have provided me with the technical expertise and collaborative mindset needed to drive your development efforts for user-friendly and innovative web applications.

During my studies, I gathered a broad understanding of software engineering. I started my Bachelor's degree in Information Systems in 20th and since then studied relevant courses like Algorithms and Data Structures, IT Security, Databases, and IT project management. It was at this point that I discovered my passion for web development and decided to write my bachelor's thesis on bidirectional communication with WebSockets. During my master's degree, I deepened my knowledge in the areas of Web Development and Software Architecture. In several university projects I gained practical experience in building web applications with React, Express and MongoDB. Since the operation of a well-designed API is of crucial importance for modern applications, I devoted my master's thesis to the analysis of modern Web API paradigms with regard to their evolution. After examining the evolutionary patterns of REST, GraphQL, and gRPC I implemented a command line tool that utilizes a custom domain-specific language to automatically migrate client code according to changes in a Web API dependency.

Next to my studies, I gained working experience in different professional environments. After completing my apprenticeship to become an IT Specialist in System Integration, I worked as an IT Systems Engineer for various customers in the private and public sectors. After two years I wanted to face a new challenge and started studying Information Systems, but simultaneously continued to work as a student in my previous position. Aiming to apply the skills I acquired during my studies, I started a student job at Siemens AG, where I am currently employed. In this position, I practiced agile techniques like Scrum in a requirements engineering environment and support my team in identifying requirements and defining change requests, including the definition of Web APIs between systems in coordination with internal and external contractors. In addition to my main tasks, I discovered the potential of automating the process for forecast planning within the accounting department. For this purpose, I prototyped a Windows Forms (C#) App to import, track and report forecast data, which eliminates manual errors and significantly reduced the processing time. Both positions let me grow personally and helped me experience how to solve problems and complex technical issues together as a team and on my own.

Programming is a real passion of mine and I love to spend my free time with acquiring new skills and developing personal projects. To mention one hobby project, I developed an iOS app for myself to keep track of my grades and courses. Right now, I am working on a NextJS web application to facilitate the internationalization of applications by providing a real-time collaborative platform for software developers and translators. As a conclusion, I have gathered experience developing software and web apps not only during my studies and student jobs but also by myself and would love to become a Full Stack Developer at Volkswagen.

Working in a professional environment requires a lot of communication and team thinking. Not only do I not hesitate to ask questions but I also love to share my knowledge and work in a team environment together with people in different roles and with different backgrounds, both technical and cultural. My job reference from Siemens AG as well as the certificate of my master's degree are being processed and will be submitted soon. Thank you very much for your time and consideration and I hope to hear from you soon, if you have any questions please do not hesitate to contact me.

Sincerely,

Robert Junior

VIOLET MEYER

1 Main Street, New Cityland, CA 91010 | C: (555) 322-7337 | example-email@example.com

Dear Mrs. Denning,

I write in response to your ad seeking an experienced Server at Eastgate Resort. As a highly competent Server, I would bring a service-focused and hard-working attitude to this role.

In my current position, I maintain a productive attitude while proficiently serving hotel guests. I have a knack for problem solving and work well independently and with little oversight. I also have strong leadership, sales, and conflict resolution abilities.

I am a self-starter and excel at serving customers with accuracy, efficiency, and a friendly attitude as well as overseeing junior team member work, assisting with team oversight, and enforcing regulations and protocols. I am familiar with working at hotels and learn new procedures quickly. As a part of the team at Eastgate Resort, I hope to contribute to your reputation for excellence.

My resume and references are attached. Please review my information at your convenience and feel free to contact me any time. I would welcome the opportunity to meet and discuss your needs in detail.

Sincerely,

Violet Meyer

# Good Examples

**ADAM HAMILTON**  
PROJECT MANAGER

544 334 8874 | Adam@pm.com | Los Angeles, CA 90049 | LinkedIn.com/Adam

Hiring Manager Name: 1 January 2020  
Company Name  
City, State, Zip Code

**Dear Sir/ Madam,**

Your cover letter should answer the question, "Why should you hire me?" The first paragraph should indicate which position that you are applying to and how you found the job posting.

You can use this paragraph to write about your educational background and mention any additional training or courses that you have completed.

In this paragraph, you want to build a connection between the company's needs and your background and skills. Stress what you have to offer, NOT what you want from them. Identify those parts of your experience that will interest this specific employer for this specific job posting.

The final paragraph should allow you to express your desire to meet at an interview in the near future and how you will follow up if you plan to do so. A good example of a closing cover letter statement is as followed: I am confident that with my skills, experience, and education, I would truly excel at this opportunity. I would appreciate the opportunity to meet with you to further discuss the contributions that I can offer.

Sincerely,  
*Adam Hamilton*  
Adam Hamilton

**GRAPHIC DESIGNER**  
FROM RESUME GENIUS

123. 456. 789 | AmeliaRoberts@gmail.com | Charleston, SC, 90764 | LinkedIn.com/username

[Today's Date]

[Hiring Manager's Name]  
[341 Company Address]  
[Company City, State xxxxx]  
[(xxx) xxx-xxxx]  
[hiring.manager@gmail.com]

Dear [Mr. /Mrs. /Ms.] [Manager's Name],

I am writing this letter to express my interest in the graphic designer opening as advertised on [Website's Name].

From day one, I believe that I can begin making valuable contributions to the design team at [Company Name]. I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, HTML, and CSS will allow me to play a crucial role in the implementation of your design initiatives.

The following are highlights of my skills and accomplishments:

- Lead a team of five designers to develop and implement the graphic, layout, and production communication materials while helping clients cut their costs by an average of 12%.
- Oversee the efficient use of production project budgets ranging from \$2,000 - \$25,000
- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) that have improved client transactions by an average of 45%
- Time Management Skills: Manage up to 5 projects or tasks at a given time while under pressure to meet strict weekly deadlines

Enclosed is my resume for your review. I welcome the opportunity to discuss with you personally how my skills and strengths can best serve your company. I appreciate your time and consideration.

Sincerely,  
[Your Name]

**THOMAS PAINE**  
YOUR PROFESSIONAL TITLE

**CONTACT**  
123.456.1234  
you@email@gmail.com  
City, State, Country  
www.websiteurl.com

February 13, 2018

Ms. Rhonda West  
Customer Service Manager  
Acme Inc.  
123 Corporate Blvd.  
Somerset, CO 90802

Dear Ms. West:

Librem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aenean et tortor at risus. Interdum posuere lorem ipsum dolor sit amet consectetur.

Venenatis tellus in metus vulputate eu scelerisque. Morbi quis commodo odio aenean sed adipiscing. Tristique senectus et netus et. Enim odio faucibus turpis in eu mi bibendum neque. Id leo in vitae turpis massa sed elementum tempus egestas. Fella bibendum ut tristique et egestas. Sed id semper risus in. Semper risus in hendrerit gravida rutrum quisque non.

Vivamus at augue eget arcu dictum varius. Vel eros donec ac odio. In fermentum posuere urna nec tincidunt praesent semper feugiat. Tempus commodo ullamcorper a lacinia vestibulum sed arcu.

Sincerely,  
*Thomas Paine*  
Thomas Paine



# Cover Letter Content

Your header (name, email, phone, city/state)

Date

Employer's contact info (name, title, company name/address)

**Greeting:** Dear NAME, 

**If you can't find the hiring manager's name...**

- Dear DEPARTMENT Hiring Manager
- Dear Finance Manager
- Dear Customer Service Manager
- Dear COMPANY XYZ Team
- Dear COMPANY XYZ Recruiter
- **CALL/EMAIL AND ASK**

**Intro:** Grab their attention, introduce yourself, mention the role/company.

**Body:** 3-5 short paragraphs describing your experience, skills, achievements, etc.

**Closing:** I look forward to hearing from you, thank you for your time and consideration, etc.

Sincerely,

YOUR NAME







# Cover Letter Example

Dear Mr. Smith,

**Interesting  
intro with  
personality**

As a quick-thinking online native who's obsessed (yes, obsessed) with the Scatterplot app, I was thrilled to see your listing for the Social Media Manager position at Scatterplot Entertainment Co.

**Experience  
& skills**

With over three years of professional experience as an online brand manager under my belt, I've analyzed user metrics, run A/B tests, tracked interaction data, and spearheaded viral social media campaigns. You name it, I've clocked an embarrassing number of hours online working on it. I'm confident my adaptability, hands-on branding experience, and encyclopedic meme knowledge would make me a perfect fit for the team at Scatterplot.

**Relevant  
examples**

Currently, in my role at DotMap as a Social Media Manager, I manage and execute highly successful online branding campaigns. Over 8 months, I've bumped up our user engagement metrics on Instagram, Twitter, Facebook, and (let's not forget) Snapchat by over 140% on average. Not only that, but I regularly produce viral content, getting several of our branded Tweets featured on major websites. In one such instance, I tweeted a thread of adorable corgis using the DotMap iOS app — receiving over 60 thousand interactions and earning a spot on BuzzFeed's front page.

**How you  
can help  
them**

I'm fiercely competitive in my approach, up-to-date on all the latest trends, and can clean up even the messiest social media disasters. I'm positive my knack for creating clickable content will make me an immediate asset to the Social Media team at Scatterplot.

**Thanks,  
mention  
follow-up**

I look forward to discussing the Social Media Manager position and my qualifications with you in more detail. I'm available to talk at your soonest convenience, and I'll be in touch next week to follow up, just to make sure you've received my application!



# Tips & Tricks

## While Applying

- LinkedIn Endorsements/Recommendations - give & request them!
- Engage on LinkedIn
- Network your ass off
- Do your research on each company
- **Do not** mass-send generic résumés/cover letters

## While Interviewing

- Reply in a timely manner
- Be transparent & professional, be yourself
- NOTIFY YOUR REFERENCES!
- Send thank you emails/cards
- DO NOT burn bridges!





# Resources



## Cover Letters

- Etsy - Templates ([here](#))
- Adobe InDesign ([templates here](#))
- Digital signature creator ([here](#))

## Job Searching & Networking

- LinkedIn
- Indeed
- Google job alerts
- Support Driven (and join their Slack room #job-board)
- Email companies you like!





# Thanks!

Questions?

[klabranche206@gmail.com](mailto:klabranche206@gmail.com)

[katielabranche.com](http://katielabranche.com)

[LinkedIn](#)

Credits: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.

