



UNIVERSITY OF CENTRAL FLORIDA

Advancement | Alumni Engagement and Annual Giving

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Should You Submit a Cover Letter?

It should never be a question! A cover letter is a part of the resume and should never be forgotten or thought of as unnecessary.

The purpose of the cover letter is to grab the attention and communicate to the reader how your work experience, personality, and passion will fit into the role. It is a quick, informal way to induce yourself and provide examples or clarification about something mentioned in your resume. For example, if you had a long work history gap, live out of state, or transitioning into a new career, a cover letter can help you answer questions a hiring manager may have long before meeting you.

Here are a few things to consider when drafting your cover letter:

Catch the Eye

Your cover letter is the first opportunity to grab the attention of the hiring manager. It would be best if you communicated that you are the right candidate focusing on three main ideas. The first being is that you can do the job. Do you have the knowledge, skills, and abilities to be successful in the role? Secondly, will you be a good fit? Does your cover letter express your genuine self and a glimpse of your unique qualities? And lastly, why should they hire you? Why should they pick you over another candidate?

Walk Them Through Your experience

Now that you have begun the story, you want to show that you have studied the company and the job description. State what you can specifically bring into the role. Your goal is to try to draw a positive emotional response and to show that you are a fit within the culture of the company and have the skills to match.

Take the time to reiterate what makes you an excellent fit for the job and then share more evidence to back that up. Show enthusiasm and provide additional examples of your experience and individual accomplishments. What makes you unique? Why you are the best choice? Why do you want to work for them? You must approach this genuinely by giving specifics.

Wrap It Up

To finish the cover letter up strong, you need to close with something that will tie everything together. You want to conclude your letter with a feeling of confidence and enthusiasm. The cover letter should conclude by summarizing why you are a great fit, thank them for their time and consideration and an ask for the interview.

The General Cover Letter Example

The content of a cover letter can be broken down into three basic parts:

Introduction: Why are you contacting this person? How did you learn about the job? Who are you? What do you know about their organization (research)?

Body: Tell how you are an ideal match for the job. Expand on relevant education, skills, and experience to offer additional details not found on your resume.

Conclusion: Focus on the next step: the interview! Thank the reader for their time and consideration. Request an interview to further discuss your qualifications.

I attached a general resume cover letter example for your review. Be sure to be descriptive and add vital information that is relevant to the job posting.

Dear Hiring Committee,

I enthusiastically submit my application for the Lead Digital Marketing position at Westward Strategies. As a dynamic email marketing specialist with over two years of professional experience executing market research, analyzing consumer data, and running A/B tests to drive successful marketing campaigns, I am confident that I would be a valuable asset to the team at Westward.

The job listing mentions a need for someone who is experienced in email segmentation and campaign development, both of which are areas I have extensive experience in. I'm currently employed at Marketed Inc., where I've honed my skills by running numerous successful email marketing campaigns. While employed here, I've spearheaded a digital promotion campaign for the company's new line of sandals that successfully raised our total online engagement by an impressive 13% over the course of six months, contributing substantially to the department's annual goals.

I'm confident that my proven track record of excellent work ethic, unparalleled attention to detail, and high-performing email marketing campaigns will make me an immediate asset at Westward Strategies and allow me to contribute to the team's success.

Please reach out to me at your earliest convenience to arrange an interview. I look forward to learning more about this opportunity!

Sincerely,

Name

Email

Phone Number

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