

How to write...

# The Cover Letter

The ACE Center recommends following this three-part strategy:

## 1. The Opener: Why are you interested?

- Address the letter to an actual person if possible. If not possible, be creative: "Dear Recruiter" or "Dear Hiring Manager."
- Mention the position you are applying for.
- Link the position with your personal career or educational goals.

## 2. The Sell: How are you qualified?

Pick 2-3 qualifications listed in the offer, mention them and use one of your experiences to illustrate how you are qualified.

For example:

**DON'T SAY:** I am very motivated and work well under pressure.

**DO SAY:** The fact that I developed and rolled out a social media strategy for a rapidly growing startup is a testament to my motivation and ability to work well under pressure.

## 3. The Close: Why them? When can you start?

- Why is this organization and position a good match for you?
- Let the employer know when you are available to begin, or suggest meeting to discuss the position further. You may also want to indicate your student or work permit status.

## Sample Cover Letter

**Emilia Mercado**

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January 12, 2022

Dear Jane Smith,

I am very excited to apply to become your next Digital Communications Intern at Such&Such PR Agency. I am currently a Global Communications student at the American University of Paris (AUP). My professional goal is to run digital communications at a PR agency, as I am passionate about this constantly evolving field. I will be a perfect fit for this internship - allow me to tell you why.

My most recent professional experience was an internship with TechStartup as a Social Media Manager. At TechStartup I created and unrolled a social media marketing strategy, part of which included the creation of shareable images and the use of Adobe Photoshop. You can find examples of the work I did on their [Twitter](#) and [Instagram](#) accounts. Your internship offer description also mentions you are seeking someone with experience in copy writing. To illustrate my writing skills, I invite you to take a look at my dedicated page on the [Peacock Plume](#), where I pen a weekly column.

I am available to begin working from March 16, 2022. Between March 16 and May 31 I am available all day on Tuesdays, Wednesdays, and Fridays. From May 31 until August 31, I'm available Monday to Friday, full-time. As a current student at AUP, I am perfectly capable of furnishing the requisite convention de stage.

Thank you for your time and consideration. I hope to hear from you soon.

Best regards,  
Emilia Mercado

# Sample Phrases

## PART ONE

- “ I am writing at the suggestion of Professor \_\_\_\_\_, who felt that your company may be in need of an intern. I am currently... ”
- “ As a recent graduate in International Economics from The American University of Paris with trading experience, I believe my profile may be of interest to you. ”
- “ I am interested in being considered for an internship in the YYY department of XXX (name of company). I am currently a junior at The American University of Paris majoring in \_\_\_\_\_ with a concentration in \_\_\_\_\_. ”

## PART TWO

- “ I have an international background and a strong interest in business. I speak four languages and am at ease in a multicultural environment, having lived in Germany, France, Lebanon, the UK and the United States. My career goal is to work in management consulting. ”
- “ I am majoring in International and Comparative Politics at The American University of Paris. Working at XXX would allow me to continue developing my professional skills in a large international organization. ”

## PART THREE

- “ I believe that my profile and aspirations make me a good match for a dynamic, global corporation such as XXX. I am available for full-time work from June 1 to August 31. I look forward to hearing from you. Thank you for your consideration. ”
- “ Given my international background, experience in sales, and strong language skills, I am confident that I would make an excellent addition to your marketing team. I would appreciate the chance to meet with you for an interview to discuss what I could bring to your company. ”

## Additional Tips, Tricks, and Resources



### WATCH OUT FOR UNNECESSARY WORDS

- Words such as "very", "really", "just", "rather", and "quite" take up valuable space you could use to market yourself.
- Strong writing is concise and clear. Ideally, you'll use as few words as possible to convey your message clearly



### TAILOR YOUR COVER LETTER

- As you apply for similar positions, many elements of your cover letter will stay the same.
- However, never use a stock cover letter for multiple positions. Make sure to personalize each one!



### BE MINDFUL OF YOUR TEMPLATE STYLE

- Keep a simple copy of your resume and cover letter with all the details of your academic, professional and volunteer experience as a reference. Many companies use online systems to review resumes, which require basic formats for their systems.
- You can use tools such as Word Templates, Canva and Novoresume for creative inspiration!



### WANT COUNTRY-SPECIFIC INFO?



Check out the GoinGlobal career guides available here:  
<https://www.aup.edu/academics/career-center/students/Career-Internship-Resources-for-Students>

### Use a STAR story to help your cover letter stand out!

#### STAR stands for Situation or Task, Action you took, and Result.

The STAR technique is an effective way to quickly share a story or anecdote. It ensures that you tell a well-rounded fleshed-out story that piques the interest of your reader and allows them to visualize you at your best.



**Situation or Task:** What is the context of your story? Try to be brief, sharing the contextual details needed for your reader to understand the circumstances of your experience.



**Action you took:** What did you do? What was your unique contribution to the team effort? What was your singular or exceptional take on how to approach and solve the problem?



**Result:** Results can be quantitative or qualitative. Most of us leave out results when describing our experience, which is really unfortunate, because your reader will be interested in how your action led to a positive result.

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Go to <http://engage.aup.edu>