

COVER LETTER

URI Career Services ♦ 228 Roosevelt Hall ♦ Kingston, RI 02881 ♦ (401) 874-2311 ♦ <http://career.uri.edu>

Your Address
Your City/State/Zip
Date
(2 spaces)

Contact Name (Always get the name if possible, if not use HR Directors name)
Title
Organization
Street Address
City/State/Zip
(2 spaces)

Dear Mr./Mrs./Dr. Last Name: (Use Title of person)
(1 space)

Opening Paragraph: (Build a match)

◆State purpose ◆Position being sought ◆Source of lead ◆Name of referring person
◆Capture attention: (write something positive about co. /positive about you)

I am applying for the position of Copy Writer at Collette Vacations as advertised on Monster.com. I was referred to this position by Dan Coken, Human Resources Representative at Collette Vacations. Please consider the following:

- Excellent writing and editing skills
- Bachelor of Arts degree
- Internship experience within the field of travel writing

Collette Vacations is the oldest vacation tour operator in the United States and has expanded to a global company with affiliates on seven continents. The solid foundation and expansion of Collette attracts me to this company.

Body Paragraph: (Explain why you are best qualified)

◆Point to achievement ◆Stress skills ◆Provide concrete examples
◆Address entire job description as to how you have done tasks in the past, are educated to do the tasks in the future or have done something similar in the past.

THE JOB DESCRIPTION: BROKEN DOWN

- Write advertisements, direct mail, promotions and sales material
- Work with marketing team to create ads and direct mail
- Be motivated to learn and recommend writing styles appropriate for Collette's target audience.
- Communicate with Product Managers to write and/or copy edit and enhance tour itinerary information.
- Communicate/meet with PR agency and act as liaison
- Attend meetings to strengthen marketing materials
- Strong writing, proofreading and copy editing skills.
- Ability to be organized and meet tight deadlines.

YOUR QUALIFICATIONS: THE BODY

While employed at The Good Five Cent Cigar publication, I had the opportunity to create ad, classified, and marketing materials. I worked with a team of five people to meet deadlines and authored a travel column. As an intern at RDW Group, I edited copy materials before being printed as well as attended branding meetings to discuss marketing strategies resulting in the use of two of my strategies. In all positions, I have been responsible for meeting deadlines and completing my work in an organized and efficient manner. As a waitress at the Landing, I have multi-tasked in a fast-paced environment. In addition, I have traveled extensively throughout the western United States and studied abroad in France for five months.

Closing Paragraph: (Ask for the interview)

◆Proactive/Reactive ◆Restate solid match ◆Mention company name ◆Thank them

I will contact you within three weeks to discuss employment at Collette Vacations. My previous work experience and international travel will allow me to be an asset to your organization. Thank you for your time and consideration.
(1 space)

Sincerely,
(3-4 spaces)

Hand written signature

See reverse side for sample