



How to Create a Cover Letter

A good cover letter is an important part of the internship application process. Your cover letter may make the difference between obtaining an internship interview and having your skillset overlooked, so it makes good sense to devote the necessary time and effort to writing an effective cover letter. A cover letter should complement, not duplicate your resume. Its purpose is to interpret the data-oriented, factual resume in a concise manner, and add a personal touch to create a critical first impression. Below is a step-by-step guide to writing a cover letter designed to help simplify what can sometimes seem a daunting task.

- **Header:** Start with your name in bold, 12-16pt font. Include your e-mail address under your name (11-12 pt font). This **exact** same heading, (including the same font, text size, spacing, underline, etc) should appear at the top of your resume.
- **Font:** Use a standard font such as Times New Roman or Arial no smaller than 10pt and no larger than 14 pt.
- **Salutations:** Begin and end the letter with salutations
 - Begin with: 'To Whom it May Concern' or 'Dear Hiring Manager'
 - End with: 'Sincerely', or 'Respectfully'
- **Layout:**
 - Paragraph One:
 - List your major, minor and any concentrations
 - Introduce your internship areas of interest
 - Avoid being too specific and never mention the name of a particular company, as this could limit your internship opportunities
 - Paragraph Two:
 - Present your reasons for wanting to do an internship in the fields you have listed
 - State your interest in the specific location in which you will be interning
 - Paragraph Three:
 - Focus on your strengths
 - List any relevant previous experience, as well as any personal qualities you feel will be an asset to your placement
 - Remember, your cover letter will be reviewed **with** your resume, focus on a few key experiences rather than repeating your resume
 - Conclusion:
 - Finish off with a short sentence thanking the reader for their consideration and time
- **Additional Tips:** Be sure to proofread carefully for grammar and content. We suggest having all internship materials reviewed by career services on campus. Also, don't hesitate to reach out to your program advisor with any questions!

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To whom it may concern:

I am a senior at University studying for my Bachelor of Science in Business Administration with a concentration in International Relations and a minor in Spanish. I am excited about the prospect of completing an internship in London where I can learn more about the history of the UK and gain experience in marketing, finance and business practices in the United Kingdom.

Having visited London in the past, I realize that it is uniquely situated as a historical and cultural center of the world, while consistently growing as a global business hub. Being able to complete an internship in London will allow me to gain genuine marketing experience to compliment my academic understanding of the field. Whether my internship is in a large firm or working within a business, I am sure it will be beneficial to my studies and further my career aspirations in the field of business administration. The opportunity just to interact with professionals from another culture would be of profound benefit and interest.

As you can see from my resume, I have already acquired a great deal of experience from my academic studies. Specifically, my course in Digital, Social & E-Commerce Marketing allowed me to understand the key concepts of the field, and have provided me with tools I am confident would contribute to my success within your team. I also gained invaluable experience as President of our university's Women in Business Organization, where I led discussions, mentored peers and organized events. You would find me a dedicated, enthusiastic and hardworking individual determined to apply my skills as an intern at your organization.

I thank you for your time and consideration and look forward to hearing from you.

Sincerely,

Suzanne Sanchez

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