

# CL

## QUICK REFERENCE GUIDE

### WHAT'S THE DIFFERENCE

COVER LETTERS AND RESUMES ARE NOT SIMPLY DIFFERENT FORMATS OF THE SAME INFORMATION. THEY ARE DIFFERENT FROM ONE ANOTHER AND SERVE DIFFERENT GOALS. THE RESUME IS SUPPOSED TO BE A BRIEF BUT DETAILED LIST OF PAST EXPERIENCE. IT TELLS WHAT YOU HAVE DONE AND WHAT EFFECT YOU HAD ON YOUR PREVIOUS ROLE. THE COVER LETTER (CL), THEN, PROVIDES THE CONNECTION BETWEEN THE RESUME AND THE JOB DESCRIPTION FOR WHICH YOU ARE APPLYING. THE CL IS A LETTER THAT SHOWS WHY YOU THINK YOUR EXPERIENCE IS BEST SUITED FOR THE JOB'S REQUIREMENTS. IT USES EXAMPLES AND SKILLS TO LINK EXPERIENCES YOU'VE HAD IN THE PAST TO THE NEEDS OF THE JOB YOU ARE APPLYING FOR.

### FORMAT & PRESENTATION

- THE COVER LETTER SHOULD BE WRITTEN AS A PROFESSIONAL LETTER, SAVED AS A PDF, AND SHOULD ONLY BE ONE PAGE.
- "HIRING MANAGER" OR "SEARCH COMMITTEE" ARE GOOD ADDRESSEE OPTIONS IF YOU ARE UNSURE.
- "FOLLOW LETTER" STYLE WITH AN INTRODUCTIONS (THESIS STATEMENT), BODY (MAIN ARGUMENTS), AND CLOSING.
- DON'T FORGET TO INCLUDE YOUR CONTACT INFORMATION THAT AGREES WITH WHAT IS LISTED ON THE RESUME!
- A CL IS ALWAYS SINGLE SPACED WHILE LEAVING SOME SPACE BETWEEN SECTIONS. NEVER DOUBLE SPACE PARAGRAPHS.

### GRAMMAR

- PROOFREAD TO ENSURE THE CL IS FREE OF SPELLING AND GRAMMAR ERRORS. DON'T SIMPLY RELY ON SPELL CHECK!
- AVOID RUN-ON SENTENCES THAT ARE CONFUSING FOR THE READER TO UNDERSTAND. KEEP IT SHORT.
- DON'T INCLUDE LANGUAGE THAT NO ONE OUTSIDE OF YOUR SCHOOL OR WORKPLACE WOULD UNDERSTAND. EX: ACRONYMS
- WHEN GIVING RESULTS, LIST DIGITS FOR NUMBERS RATHER THAN SPELLING THEM OUT.
- ENSURE YOU ARE CONSISTENTLY USING VERB TENSES AND NOT EXCESSIVELY USING EXCLAMATION POINTS.

### CONTENT

- YOUR OPENING STATEMENT SHOULD TELL WHO YOU ARE, WHAT SKILLS YOU BRING, AND WHAT POSITION YOU ARE APPLYING FOR.
- THE MIDDLE SHOULD GO INTO DETAIL ON THE SKILLS THAT YOU LISTED WHILE GIVING RESULTS (METRICS) AND EXAMPLES
- USE KEYWORDS THAT SHOW UP REGULARLY IN THE JOB DESCRIPTION TO TAILOR YOUR CONTENT FOR THE JOB YOU ARE APPLYING FOR.
- THE FOCUS OF THE CONTENT SHOULD BE ON WHAT YOU BRING TO THE COMPANY AND NOT ON WHAT THEY CAN DO FOR YOU.
- YOUR CLOSING SHOULD ALWAYS PROVIDE A THANK YOU AND A MENTION OF YOUR DESIRE TO INTERVIEW OR SPEAK FURTHER.



Your Name  
Address  
Email  
Phone

Date

Human Resources Department  
Wittenberg University  
200 W. Ward St.  
Springfield, OH 45504

Dear Search Committee:

My name is John Smith and I am applying for the Program Coordinator position for the Masters of Business Analytics Program at Wittenberg University. I bring a wealth of experience in higher education at all levels, including administration. I feel that I am the best-qualified candidate for this position based on the following reasons:

- **Program planning and administration experience:** I managed and evaluated Thomas More College's accelerated programs for three years. I also served as a liaison between departments, and I built strong relationships with faculty, staff, students, and community partners. This experience will allow me to easily navigate your campus culture in order to build effective bridges with the graduate program.
- **Sales and customer service experience:** I have over three years of experience in retail and outside sales. In addition, in my current position at the Thomas Library, I provide excellent customer service to a diverse population via telephone, e-mail, and in-person connections. This will serve Wittenberg University well as I interact and work with prospective students.
- **Communication skills:** Having over ten years of experience teaching college English courses, I have outstanding oral, written, and interpersonal communication skills. Furthermore, I have created and edited content for print and internet publications. I have confidence that I will be able to communicate the benefits and competitive advantage of this graduate program to outside constituents.

It would be an honor to be granted an interview for this position. I look forward to hearing from you and am available for any questions that you might have. Thank you for considering my application.

Sincerely,