

## 5.5 Sample Cover Letters

Figure 5.8 Sample 1—Brian Thanis



Figure 5.9 Sample 2—Alyse Day

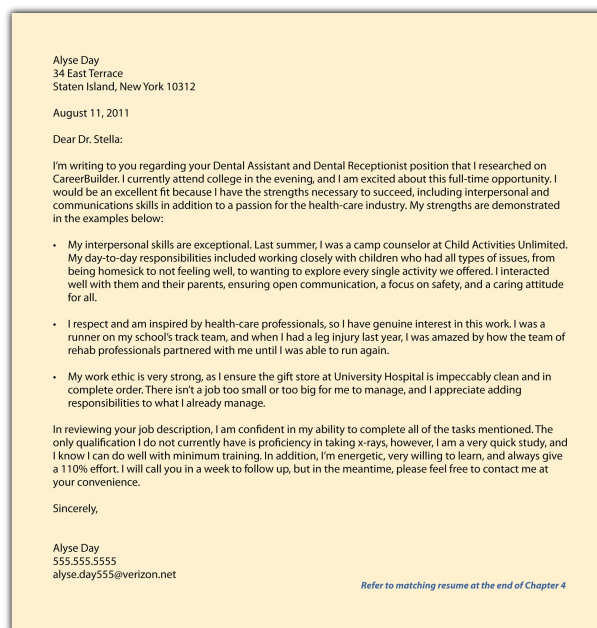


Figure 5.10 Sample 3—Louise Ng

Louise Ng  
Flat 2D Miami Way, 5555 Greenwich Inlet  
Hong Kong

Human Resource Director  
Ogilvy Public Relations Worldwide  
23rd Floor, The Center 99 Queen's Road Central, Hong Kong  
Hong Kong

August 18, 2011

Dear Hiring Manager:

I am writing about the internship at Ogilvy Public Relations Worldwide, as I researched this opportunity at the Career Services Center at my school. I graduated in July 2010 from Queen's College London, University of London, with a major in Business and I have experience in the garment manufacturing and property consultancy industries. Attached please find my resume.

The following skills make me a strong candidate for your opportunity:

- **Strong Interpersonal and Communication Skills:** While working in the garment manufacturing firm, my company was undergoing an expansion from sportswear to fashion garments, and I assisted the senior managers in communicating with the company we partnered with, Diesel. After a few meetings, we had developed a mutual understanding of our goals and we adapted to each other's culture. Eventually, we agreed to sign a short-term contract and manufactured a line of product for two seasons for Diesel, which was very successful for both companies.
- **Research Skills:** While at St Richard Ellis, I had to undertake a retail consultancy study commissioned by the Hong Kong Housing Authority (HKHA). I had researched various commercial activities in local housing estates and gained a better knowledge of the link between economic growth and government development. Also, from attending meetings with the HKHA, I had a more in-depth view on government and corporation relationships.
- **Teamwork and Leadership Skills:** In my last job, I took the post of acting manager in my family's business for a summer. I ensured that resources were allotted in an efficient and effective way, and that opportunities were identified in order to make the company more profitable. Most important was the effort the entire team put forth to accomplish our business goals. In addition, at school, I am an exceptional team player, and always willing to proactively lead our efforts and projects. I have led teams with four to twelve students each semester, ensuring strong communication and accountability for all tasks necessary to complete a quality project on time.

Thank you for considering me for this internship position. I am excited at the prospect of working with Ogilvy, and I am confident that my people and communication skills, combined with my research and leadership skills, make me a perfect candidate for this role. I will call you next week to follow up. In the meantime, please feel free to reach out to me at the below phone number or e-mail address.

Sincerely,

Louise Ng  
louiseng55@gmail.com  
+555 55555555

Enclosure

*Refer to matching resume at the end of Chapter 4*

Figure 5.11 Sample 4—Helen Patty

Helen Patty  
33 West Terrace  
Washington, DC 22202

Business for Social Responsibility  
555 Moral Way  
Chicago, IL 55555

August 11, 2011

Dear Hiring Manager:

I am writing to apply for the position of Associate in Advisory Services, at the Business for Social Responsibility (BSR). I was advised to apply for this position by Mr. Ron Martin, who is the Vice President of Fundraising at your company. I am currently an Assistant Account Executive of Communications at CTC Strategic Services, and I am confident that my exceptional communications and research skills make me a perfect candidate for this position.

I have a passion for corporate social responsibility, as I know it to be vital to social change and development. At CTC, I have worked with nonprofits and national and global advocacy campaigns to ensure that vital issues stay at the forefront of the media. For example, I worked on the media pieces for the Komen Community Challenge, and during this campaign, I prepped over ten activists with their Capitol Hill visits, and garnered media coverage in various cities.

Research is vital to what I do. At CTC, while conducting communications audits, I interviewed key stakeholders and analyzed internal and external communications structure. This process ultimately led to the creation of recommendations that called for constructive improvements. For example, recommendations included staffing structure and reallocation changes, sample job descriptions, and suggestions to hold a messaging tabletop with organization leadership to crystallize a uniform identity and brand.

At CTC, I have thrived and been promoted in a fast-paced, multienterprise environment because I am organized, client focused, and teamwork oriented. I am also very comfortable and adept at working with limited resources and tight deadlines.

Lastly, I appreciate diversity because I have had the opportunity to live, study, and work internationally in Canada, Spain, France, Austria, Luxembourg, Costa Rica, and the Philippines. I am fluent in French and Spanish, and have solid knowledge of German as well. This perspective has helped me to understand and contribute in a more meaningful way with a wide variety of individuals.

Thank you for considering me for the position of Associate in your Advisory Services business. I am confident that my communication, research, and effective business skills make me a perfect candidate for the BSR team. I will call you next week to follow up, and, in the meantime, please don't hesitate to contact me at the e-mail address or phone number below.

Sincerely,

Helen Patty  
555 555 5555  
helenpatty@verizon.net

*Refer to matching resume at the end of Chapter 4*