

Cover Letters



How to Format a Cover Letter:

Your Name
City, State, Phone
Email

Date

Name of Business Contact, Their Title
Organization name
Street Address
City, State, Zip

Dear (Name of Business Contact),
In the first paragraph, state the position you are applying for, how you became aware of it, and why you are interested. This only needs to be two or three sentences.

In the middle paragraph, offer your sales pitch by giving specific highlights that outline how you fit the position. Be sure to tailor your cover letter to the job posting you are applying for. The cover letter's job is to get their interest enough that they want to look at your resume. Just focus on a few key highlights of your resume to encourage them to look at it for the details.

In the final paragraph, thank the employer for their time or consideration and state your interest in meeting for an interview. Specify how you would like to be contacted (by phone, email, or both).

Sincerely,
(4 spaces)

Your typed name

College Student
Pocatello, ID 208-798-1324
collegestudent@isu.edu

11-22-22

Scott Sterling, HR Manager
Bengal Co.
921 Main Street
Pocatello, ID 83209

Dear Mr. Sterling,
I am applying for the Marketing Manager position at Bengal Co. that was posted on Handshake. With my education and experience, I feel confident that I would be a great fit for this job.

As the President of the ISU Marketing Association, I lead meetings and often collaborate with club members and other departments to accomplish the club's goals. In my Marketing class, I led a team of students to design and implement an online marketing campaign for a local business using the social media platforms Instagram, TikTok, and Facebook. When I was manager at Taco Bell, I learned how to do market research using Google Analytics as well as managing the payroll, scheduling, and training for employees. Through these experiences, I have developed strong customer service and problem-solving skills as I have worked with customers and other departments to meet their marketing needs.

Thank you for your consideration. I would like to meet with you for an interview to further discuss this position. I can be reached at collegestudent@isu.edu or 208-798-1324.

Sincerely,

College Student

Marketing Manager Position

Bengal Co. is looking for a qualified person to manage the Marketing Department and the company's social media accounts.

Responsibilities:

- Collaborate with other departments within the company to meet their marketing needs.
- Lead the marketing team to design and implement marketing campaigns to increase sales.
- Conduct market research to inform strategic decision-making and to identify potential new markets.
- Manage the office payroll, scheduling, and training for employees.

Qualifications:

- Bachelor's degree completed or in progress.
- Proficient with marketing-related software programs such as Hootsuite, Mailchimp, Google Analytics, etc.
- Experience leading teams and using social media platforms like Instagram, TikTok, Facebook, etc. to promote sales.
- Possess strong customer service, time management, and problem-solving skills.
- Minimum 1-year experience.

Interested applicants can send their resume, cover letter, and 3 references to Scott Sterling at scottsterling@bengalco.com.

Career Center

careers@isu.edu | (208) 282-2380

isu.edu/career | Museum Building 418



College Student

Pocatello, ID (208) 798-1324 collegestudent@isu.edu
www.linkedin.com/in/collegestudent

EDUCATION

Bachelor of Business Administration in Management and Marketing Expected Grad. May 2024
Idaho State University, Pocatello, Idaho

- GPA 3.7

Associate of Applied Science in Accounting Technology May 2022
College of Eastern Idaho, Idaho Falls, Idaho

- GPA 3.3

EXPERIENCE

Marketing Project Lead Student Sept 2022 to Present
ISU MKTG 4480 Social Media Strategy Class Project, Pocatello, Idaho

- Collaborate with business owner and staff to make sure our team meets their needs.
- Lead a team of 4 students to design and implement a marketing campaign for a local business to increase their sales.
- Use Google Analytics to conduct market research and collect data to inform team decisions.
- Develop social media marketing skills by promoting the company on Instagram and Facebook.

Club President Aug 2022 to Present
ISU Marketing Association, Pocatello, Idaho

- Give presentations on how to run marketing campaigns through social media platforms.
- Build relationships with faculty advisors and students by holding regular meetings and events.
- Develop time management skills by leading projects and delegating responsibilities to other members when needed.
- Co-directed 3 fundraisers which brought in \$1500 to the club for scholarships and activities.
- Present to the ASISU Senate each semester on state of the club and future event plans.

Career Path Intern (CPI) Aug 2021 to June 2022
ISU College of Business, Pocatello, Idaho

- Improved communication skills by following instructions and asking questions of supervisors.
- Assisted with department event planning and marketing for those events.
- Conducted surveys of students and faculty, using Mailchimp, to inform our decision making.
- Updated website and social media profiles to reflect feedback from student and faculty surveys.

Manager Jan 2019 to July 2021
Taco Bell, Idaho Falls, Idaho

- Managed the schedule, training, and payroll for 18 employees.
- Learned how to conduct performance evaluations to increase productivity among the workers.
- Oversaw the day to day marketing of new products and offerings to keep the menu fresh.
- Increased revenue by 10% over 2 years by responding to sales trends and customer requests.

When writing bullet points on your resume, use action/result sentences to show what you have done and the positive outcome that resulted from your work. Give details so employers have more information about your abilities and how you can help them.

1. Chaired a committee...
2. Chaired a promotional committee...
3. Chaired a successful promotional committee...
4. Chaired a successful promotional committee that resulted in a 30% increase in ticket sales.

Transferable Skills

Transferable skills, also known as “soft skills,” are not job specific, but can be used in a variety of careers and work settings. You can use transferable skills to help tailor your experiences to the job posting you are applying for. These are some examples:

- | | |
|--|-----------------------------|
| 1. Communication skills (verbal and written) | 6. Problem-solving skills |
| 2. Strong work ethic | 7. Analytical skills |
| 3. Teamwork skills (works well with others) | 8. Flexibility/adaptability |
| 4. Initiative | 9. Computer skills |
| 5. Interpersonal skills (relates well with others) | 10. Technical skills |

A typical way to state it...

1. “Worked sales booth locations on campus.”
2. “Responded to customer complaints.”

A better way to state it...

1. “Used organization skills to plan and coordinate teams of sales staff to ensure high traffic flow to sales booths.”
2. “Developed communication skills by listening to customer complaints, while also reviewing possible solutions to their concerns.”

More Bullet Point Helps

Here are questions that are relevant to employers to help you think about what to add to your resume, especially if you don’t have a very detailed job posting to tailor your bullets to:

- Did you increase sales/productivity/volume? Provide percentage or amount if possible
- Did you save your company money? If so, how and by how much?
- Did you complete any special projects? What were they and what was the result?
- Did you take on new responsibilities that weren’t part of your job? Why were you selected?
- How did your company benefit from your performance?
- Did you bring a project in under budget? How did you do this?
- Did you generate any new business or increase client base? How?
- Did you design or implement any new systems or procedures to improve efficiency?

References

- Your reference page heading should be the exact heading used on your resume for consistency.
- References go on a separate sheet of paper from your resume.
- A total of 3-5 references is optimal.
- **Always** ask permission from a reference **before** giving their name to an employer. It is also a good idea to give your references a copy of your resume and keep them informed about your job search.
- The most effective references are those given by former employers, managers, supervisors, coworkers, or college professors who are familiar with your work.
- References may be centered or left-aligned, depending on your preference.

Information You Need to Include:

Name
Position Title
Company Street Address
City, State Zip Code
Phone Number
Email

References Example:

College Student

Pocatello, ID (208) 798-1324 collegestudent@isu.edu
www.linkedin.com/in/collegestudent

REFERENCES

Dr. Bizz Ness

CPI Supervisor
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Dr. Mark Etting

ISU Marketing Professor
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Glen Bell

Regional Manager
Taco Bell
321 Nacho Lane
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(208) 321-2222
Glenbell@tacobell.net