

SAMPLE COVER LETTER

KEY ELEMENTS OF SUCCESSFUL COVER LETTERS

Your present address
City, State, Zip Code

Today's date

Individual's First & Last Name
Title
Company
Street Address
City, State, Zip Code

Dear First Name Last Name:

Introduction: This is your introduction paragraph in which you indicate the reason you are writing this letter, the specific position or type of work for which you are applying and how you learned of the opening (career center, name of publication or website, friend, employment service, etc.). Additionally, you may choose to state your educational background in this section. You may also consider adding one or two sentences about the organization's mission and/or values and how those relate to your personal values or background.

Body: (One to two paragraphs) In this section, you will emphasize what you can do for the employer. It is important to explain how your academic background makes you a qualified candidate for the position. If you have had some practical work experience, point out the specific achievements or unique qualifications. Do not just state the skills that you have but give concrete examples of how you possess those qualities or skills. Try not to repeat the exact same information the reader will find in the resume. You may want to highlight any special leadership experiences or language skills in this section. As much as possible, tie your qualifications to the employer's needs, particularly those expressed in the job description.

Conclusion: In the closing paragraph, indicate your desire for a personal interview. Refer the reader to the enclosed resume or application, which summarizes your qualifications, training and experience. Repeat your contact information and offer any assistance that will help to promote a speedy response. Finally, close your letter with a statement or question that will encourage a response. For example, say you will be in the city where the organization is located on a certain date and would like the opportunity to speak with them. Or, ask if the company will be recruiting in your area.

Sincerely,

(Optional: your neatly handwritten signature here)

Your name typed

AVAILABLE ASSISTANCE

- **Counseling appointments** are available to discuss your cover letter with a professional career advisor.
- **Drop-in critiques** are available at The Career Center. Bring a draft of your cover letter in-progress for review.
- **Our website** has even more information to help with your cover letter.

In writing a cover letter, it is a good idea to carefully relate your experience to the employer's job posting. For example, this position was posted to The University of Illinois' online employment system and the letter that follows is in response to it.

*****Please note: The underlined text is intended to illustrate the direct connections the applicant made when writing the letter and should NOT be used in writing actual cover letters.***

Position Description from the University of Illinois' Online Employment System

Job Title: **Chicago Shakespeare Theatre – Marketing Intern**

Location: Chicago, IL

Industry:

Arts & Entertainment – Performing Arts

Job Function:

Event Planning, Marketing, Public Relations

Description:

The Marketing Department is charged with the development and execution of strategic plans to promote the institutional image, attract attendance, and sell tickets to the plays and related programs produced by the Theater. Specific marketing, advertising, and publicity programs are directed to secure audiences for this subscription season in our 500-seat courtyard theater and in our Theater Upstairs at Chicago Shakespeare (a flexible, black box space that can seat up to 200 patrons).

Desired Skills and Experience:

Minimum two years undergraduate education with successful completion of coursework in one or more of the following: arts administration, direct marketing, communications, public relations, journalism

Effective communication skills, both written and verbal

Flexibility and ability to work with tight deadlines

Self-starter, multi-task oriented, and computer literate

Experience in sales, promotions, or media desirable

Demonstrated interest in the performing arts a plus

Website maintenance and e-marketing skills a plus

Internship Responsibilities:

Assist in execution of direct mail and e-marketing projects

Assist in execution of promotions

Update mailing lists

Maintain press clip and photo archives

Assemble media kits as needed

Assist planning and hosting special events and/or openings

Assist maintaining customer service response system

2400 North Ave. Apt #3N
Chicago, IL 60614

March 18, 2020

Olivia Moss
Marketing Director
Chicago Shakespeare Theater
676 N. St. Clair
Chicago, IL 60611

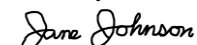
Dear Olivia Moss:

Having reviewed the Chicago Shakespeare Theatre's marketing internship listing, which is posted on the University of Illinois' online employment website, I respectfully submit my resume for consideration. Beyond providing me with an opportunity to incorporate my love of performing arts into an internship experience, I believe that this position would allow me to gain practical experience, while also enabling me to contribute my writing, organization, and strategic planning skills. Chicago Shakespeare Theatre's mission to inspire audiences and artists to dream and discover aligns with my personal interests to promote and market performing arts.

I am currently a senior at the University of Illinois at Urbana-Champaign involved in Performing Arts. I believe that my proficient communication skills and ability to multi-task in a fast-paced environment will fit well with the Chicago Shakespeare Theatre's marketing internship. With a major in Communication, my educational background has provided me with an understanding of media components and the ability to clearly articulate my thoughts and ideas. Additionally, I have gained practical skills in my work as a Media Intern with Local Music, Inc. Through this experience, I have learned to effectively facilitate meetings, develop promotional materials, and engage in program planning featuring local artists and performers. I have also had two years of event planning and marketing experience through my previous work with the Illini Union Board. In that role, I updated website content and developed concepts for events. These experiences have taught me how to effectively manage my time while working under tight deadlines.

I am very enthusiastic about the possibility of interning for the Chicago Shakespeare Theatre and have enclosed my resume for review. I would greatly appreciate the opportunity for an interview. If I can provide further details, please contact me at (555) 456-7890, or email me at jjon90@illinois.edu. Thank you for your time and consideration.

Sincerely,



Jane Johnson

*****Please note: The underlining in this cover letter is intended to illustrate the direct connections to the job description that the applicant made when writing the cover letter.***