

Targeting a Cover Letter

Alexandra is applying to two very different jobs: a role as an event planner (example 1), and a sales position selling solar panels (example 2- see back). She emphasizes different qualifications in each of these two cover letters to show how her skills and experience are relevant to the job description.

Alexandra Vandal

careercenter@uidaho.edu (208) 885-6121 875 Perimeter Drive, Moscow, ID 83844

April 24, 20xx

Aiden Cooper, Manager
B.I.G. Business Inc.
675 Profit St.
Seattle, WA 12345

Dear Mr. Cooper:

I am pleased to submit my application for the Event/Conference Planner position with B.I.G. Business Inc. I am particularly interested and impressed by your company’s focus on connecting and partnering with local businesses in the Seattle area and would love to support this mission as your Event Planner.

My strong planning and communication skills will allow me to deliver well-organized events while building strong relationships with our partners. At the University of Idaho, I gained hands-on experience in event planning and management that will be essential to this position. As the Recruitment Chair within my sorority I coordinated, scheduled, and managed multiple recruitment events which served over 100 people each. Later, as the Public Relations Chair, I communicated regularly with alumni via phone, email, and in person to create a strong student-alumni network, match students with mentors, and secure over \$10,000 in donations. I had the pleasure of serving as a delegate to the Model United Nations in New York City, where I learned a great deal about large conference planning and event management. While there, I organized meetings and coordinated schedules for my delegation, and also presented to over 3,000 attendees, receiving the “Distinguished” award for my delegation.

Through my degree in International Studies, with an emphasis in Global Resources and Development, I gained valuable insight in economics, marketing, and organizational operations. My relevant experiences with event planning have honed my skills in budgeting, creating advertisements, and delegating tasks which ensured the events ran smoothly, were on-schedule, and under budget.

I would be honored to join your team at B.I.G. Business Inc. to help your company flourish and make contacts within the community. Please contact me at any time by phone at (208) 885-6121 or by email at careercenter@uidaho.edu to further discuss my qualifications. Thank you for your consideration.

Sincerely,



Alexandra Vandal

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April 30, 20xx

Jennifer Raleigh, HR Director
Sunergy Solar Systems
123 Rainersun St.
Seattle, WA 12345

Dear Ms. Raleigh:

I am writing to apply to the Solar Advisor sales position with Sunergy Solar Systems that was posted on your website. As a strong proponent of clean energy, I believe your company's mission to make solar power available and affordable for households in the Northwest is vitally important.

Through my education, I gained a broad understanding of issues relating to pollution and conservation and also advocated for the use of clean energy. As an International Studies major at the University of Idaho, my coursework emphasized global resources and development. My senior capstone project focused on air pollution in developing countries and the economic barriers to using cleaner energy such as solar panels. I have presented on clean energy topics both for my senior capstone and also within the Model United Nations, during which I was a delegate advocating for reduction of carbon emissions. I know my passion for and experience in advocating for renewable energy will be a great asset in this position as I encourage customers to invest in solar technology through Sunergy Solar Systems.

Additionally, my strong communication skills and business savvy will make me particularly successful in sales within your company. As the Public Relations Chair in my sorority, I communicated regularly with alumni via phone, email, and in person to create a strong student-alumni network, secure donations, and match students with mentors. My professional, yet persuasive, communication style helped me to build strong client relationships and raise over \$10,000 in alumni donations. This skill will allow me to effectively engage clients over the phone and in-person to discuss solar options within their price range.

Thank you for your time and consideration. I hope to utilize my skills and experience to increase green energy usage in the Northwest. Please contact me at any time by phone at (208) 885-6121 or by email at careercenter@uidaho.edu. I look forward to hearing from you.

Sincerely,



Alexandra Vandal