

# J. Doe

Jane Doe | 123 Fake St, Somewhere, IA 55000 | (123) 456-7890 | email@example.com

Date

Hiring Manager's Name  
Company Name  
123 Fake Blvd  
Des Moines, IA 50309

Dear Mr./Ms. (Hiring Manager's Name),

Make sure to start the letter by clearly stating the specific position for which you are applying.

In the next paragraph you should clearly explain why are you interested in the position and why you think you would be a good fit. This can include a description of how your past experiences and career goals align with the position as described. It should be clear that you are specifically interested in the position being offered for specific reasons. Generic cover letters feel generic and are unlikely to generate interest.

As you describe your qualifications, be as specific as possible and provide a narrative that ties together what is already shown on your resume. If you talk about volunteer experiences on your resume, highlight them here too and talk about how they allowed you to build specific skills and interests related to the position. It's always good to use language that is used in the job posting to more clearly demonstrate that you are talking about qualities they have said they want.

Make sure to close with a specific next step that aligns with how they have described their process. If you plan to reach out and ask about an interview, state that here, including a date by which you plan to do so (and make sure to follow through!) Reaching out more than once (if allowed in the process) demonstrates a greater level of interest.

Sincerely,

[Signature]

Jane Doe



# J.Doe

Jane Doe | 123 Fake St. Somewhere, IA 55000 | (123) 456-7890 | email@example.com

## EDUCATION

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Grand View University, Des Moines, IA— B.A. in Marketing

August 2013- April 2017

- President's List – Spring 2017
- Dean's List – Fall 2016

## RELEVANT EXPERIENCE

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**Front Desk Volunteer, Animal Shelter, Des Moines 2015-Present**

- Built interpersonal skills by serving as the front-desk intake volunteer on a regular basis for two years
- Demonstrated event planning abilities by serving on the annual fundraising event committee for an event that raised over \$100,000

**President and Member, University Volunteer Club 2014-2017**

- Recruited and organized over 200 students annually in volunteer projects with local organizations
- Used research and data management skills to study trends and build more effective opportunities

**Marketing Intern, Nonprofit Organization, Des Moines Summer 2016**

- Created web pages and social media content for nonprofit organization
- Work resulted in a 100% increase in Facebook user impressions and a 200% increase in Twitter followers

**Urban Survey Research, City of Des Moines Fall 2015**

- Built skills in communicating across difference through neighborhood outreach survey for a class project with the City of Des Moines
- Learned to critically analyze survey questions and data and provided the city with a written report with recommendations

**Marketing Consultant, Nonprofit Organization Spring 2015**

- As a part of a Marketing and Public Relations course, we selected nonprofit clients and developed a full marketing plan based on their needs
- Built skills in client relations and communication as well as working in a team with peers in my marketing firm
- Translated class concepts to actionable recommendations for the organization

## ADDITIONAL EXPERIENCE

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**Soccer Team Captain, My University 2015-2017**

- Worked to build team cooperation through activities
- Built communications skills among team members from a variety of backgrounds

**Server, Local Restaurant, Des Moines 2013-2015**

- Served diverse customer needs
- Consistently saw higher overall sales than other servers and received positive feedback

## SKILLS

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- Microsoft Office Suite
- Photography & Video Editing
- Oral and Written Communication
- Social Media Management

## AWARDS

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- Student Worker of the Year, 2016
- Newman Civic Fellow, 2015

## LANGUAGES

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- English
- Spanish