

Cover letters:

This is your add campaign. However, as in a resume you have a limited time to grab a recruiter's attention.

Before you write your cover letter, read the job ad and decide which skills are the employer looking for. Take the time to evaluate what you bring to the company and present the benefits you offer to a potential employer.

Make your cover letter readable, relevant, brief (1 page) and format it similar to your resume. Ideally, your cover letter should be broken down into 4 paragraphs where you will expand the information in your resume ex.:

Opening paragraph:

What makes you different from other candidates? Be specific, add accomplishments and benefits you bring to the position.

Second paragraph:

Elaborate on your resume and the areas that are relevant to the position, emphasize your experience and how it relates to the job.

Note: If you don't have working experience for the position you are applying to, but you have classroom experience, make sure to mention the projects that relate to the position.

Third paragraph:

Relate to the company, show that you know about the company you are applying to, give details about why you should be considered for the position and keep elaborating on your qualifications and tie them to the company.

Make sure to show the potential employer that you have done your homework and that you know the company, mention facts that you like about them, culture, achievements, products, history, etc.

Final paragraph:

This is your call to action, reinforce the fact that you want to work for that company.

Ask for the next steps and provide information when would you be available for interviews.

Ex. If you are applying for a job in another city, but you will be in that city for X reasons, mentioned that you will be in town and available for a face to face interview.

Mention your intention to follow up, either you will reach out to them or they can call you (add your phone number)