

***Writing a Letter of Application or Interest (Cover Letter) – (do not include in actual letter)***

Insert Header From Resume

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Date

Employer Point of Contact Name  
Employer Point of Contact Title  
Organization  
Street Address  
City, State, Zip

Dear Mr./Ms. \_\_\_\_\_:

Name the position for which you are applying and how you became aware of the position. Make sure to include the specific position title, and number if applicable for which you are applying. If an individual or personal contact referred you to the organization, be sure to mention the name in the first or second sentence. Then provide a brief explanation of your interest that reflects your research into the organization. Keep the first paragraph brief and attention grabbing.

In one or two paragraphs, indicate what you can do for the employer. Show how your qualifications, skills, and attributes will benefit the firm. Explain how your academic background and the skills you have acquired from other experiences, such as internships, activities, and volunteer work make you a qualified candidate for the position. Make sure not to reproduce your entire resume in this space, but highlight your most pertinent experiences.

This is your opportunity to highlight any relevant qualifications or experiences that are not noted on your resume. If you have access to a position description or job listing, specifically address how your background matches the qualifications they are seeking. Your objectives here are to demonstrate that you are a “match” for the position and to stimulate enough interest that the contact person will want to read your resume. Create a “need” for yourself at the company, and indicate your willingness to contribute to the organization.

In the closing paragraph, refer the reader to your resume. State what you will do next or suggest what you would like the employer to do next. Thank the person for his/her time and consideration of your credentials.

Sincerely,

Your Written Signature

Your Name Typed

***Example Job Description (do not include in actual letter)***

**Job Title:**

Research Information Specialist (RIS)

**Description:**

Bellomy Research, Inc., a leader in market research, has great opportunities with our Knowledge team in our Winston Salem, NC headquarters. We are a dynamic, full service marketing research consultancy providing strategic insight, knowledge and direction to a diverse, national client base. Bellomy offers the opportunity to work with leading-edge technology and highly experienced professionals in a collaborative, team-focused environment. We are passionate about providing our clients with innovative solutions and actionable insights!

This entry-level position works as a member of one of our Account Teams. The RIS creates marketing research questionnaires (using our proprietary software) and performs on-going tasks related to QA and survey data coordination. Responsibilities include the following activities:

Project Activities:

- Review and understand marketing research questionnaires prepared by the team and/or clients and provide feedback regarding design objectives, challenges and issues.
- Implement and test questionnaires using in house tools.
- Organize, manipulate and manage data files from clients and other sources
- Oversee the execution of projects using in-house tools
- Generate reports from questionnaire data collection results by following specifications provided by project manager(s)
- Quality assurance tasks including checking one's own work and work done by peers
- Generate data containing results of research projects
- Continuous communication with team members and support staff regarding status of technical aspects of projects
- Respond to requests for data and changes to questionnaires / deliverables

Job Requirements

- Basic programming experience required, including understanding of JavaScript/VBscript
- Ability to multi-task, prioritize, and work under tight deadlines
- Strong attention to detail and commitment to superior quality work
- Critical thinking ability; skilled in questioning results and taking the initiative to investigate the "why"
- Excellent written and oral communications skills; collaborative team member
- Strong aptitude in skills such as logical thinking, analytical reasoning, process mapping
- Proficiency with MS Office required
- SQL knowledge strongly preferred
- Market research experience helpful

Submit cover letter and resume in Handshake. Cover letter should be addressed to:

Jack Smith

Bellomy Research

175 Sunnynoll Court

Winston-Salem, NC 27106

***Example Letter of Application – Market Research (do not include in actual letter)***

Insert Header From Resume

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January 1, 2016

Jack Smith  
Vice President, Human Resources  
Bellomy Research  
175 Sunnynoll Court  
Winston-Salem, NC 27106

Dear Mr. Smith:

I am pleased to submit my application for the Research Information Specialist (9898798) role currently advertised on Bellomy Research's website. I first learned of your organization at a Sales & Marketing panel on my campus, Wake Forest University, and since then, have reviewed your company website and now follow your Twitter feed. The firm's areas of expertise and the industries you serve, in particular the insurance industry, align with my own interests and skills, and I would be enthusiastic to be a part of your team.

As a senior Mathematical Business major minoring in Psychology, I have had several courses in survey design and data collection. I put this knowledge to work last summer interning at Klein and Associates, where I assessed consumer behavior and conducted over 20 different focus groups for three major client accounts. The data I collected was then used by division managers to present consumer insights to the clients.

In addition to reflecting on my academic and work experience, it is relevant to note my participation in an employer visitation, Wake on Risk Street. As one of 15 students selected to travel to headquarters in New York, I received an in-depth introduction to risk management and the insurance value chain from professionals at five leading insurance firms. This experience cemented my intrigue for the industry, and I would enjoy combining my interest in understanding consumer needs to deliver actionable insights for clients in this industry.

I look forward to the prospect of discussing the Research Information Specialist position further; if given the opportunity, I would work diligently to make an impact at Bellomy Research. Should you require additional information or wish to speak further, please contact me at 336.123.4567 or janereynolda@wfu.edu. Thank you for taking the time to review my attached resume and consider me as a candidate.

Sincerely,



Jane Reynolda

***Example Internship Description (do not include in actual letter)***

**Boston Consulting Group Internship in Dallas, TX**

**Description:**

- Are you a junior who is interested in consulting?
- Do you have a 3.5 GPA or higher?
- Are you interested in living & working in Dallas, TX?
- Does your resume indicate analytical skills and leadership ability?

If you can say "yes" to all these questions, you may want to apply for the Boston Consulting Group internship in Dallas, TX.

BCG's award-winning internship programs give students from a range of disciplines the opportunity to learn more about what a career in consulting can offer. Our interns work on real projects and are mentored by BCG consultants, getting the true feel of the BCG experience and the life of a consultant.

All interns are assigned to client projects and given responsibility for particular portions of the work. They participate in case team meetings and interact with client teams, experiencing the day-to-day work of professional consultants. The work offers many opportunities for interaction not only with BCG principals and partners, but also with senior client leaders.

Lasting for two to three months, an internship is an ideal "mutual fit" assessment--as you get to know the consulting business, BCG also gets to know you. Orientation and training sessions aimed at providing additional insight into the consulting profession are offered throughout the internship.

The program is also a good way to meet BCG's most important asset--its people. By attending training sessions, working on case teams with other consultants, and participating in office social events, summer interns can get to know the people they may one day work with at BCG.

Begin the application process by applying on Handshake *and* on the Boston Consulting website. (You must apply to both to be considered and your resume must include standardized test scores like the SAT.)

A cover letter is required for your Handshake application. The cover letter should be addressed to:

Shelly Cambridge

2501 North Harwood, Suite 2200

Dallas, Texas 75201

***Example Letter of Application – Consulting Internship (do not include in actual letter)***

Insert Header From Resume

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December 15, 2015

Shelly Cambridge  
Associate  
The Boston Consulting Group  
2501 North Harwood, Suite 2200  
Dallas, Texas 75201

Dear Ms. Cambridge:

It is with great excitement that I submit my application for the Summer 2017 Consulting Internship. I am most attracted to The Boston Consulting Group (BCG) because of the company's ability to preserve its reputation as one of the top-tier management consulting firms, having developed a number of analytical tools used throughout the industry. Conversations with past intern, James Smith, have solidified my interest in the program. As a junior Finance major with a minor in Entrepreneurship, I have the analytical, organizational and communication skills you seek. I would be honored to have the opportunity to contribute to BCG's continued success this summer.

My experience in the Deloitte Battle of the Beltway Competition sparked my enthusiasm for consulting. During the week-long competition, I collaborated with three other students of diverse majors and perspectives to analyze a business challenge. The experience necessitated significant organization and communication amongst our team to stay on top of each member's daily academic and extracurricular demands while also devoting intellect and energy to the competition. After first researching the industry, examining company financial statements, performing a SWOT analysis, and considering a number of alternate recommendations, we ultimately presented a comprehensive solution to Deloitte representatives which earned a placement as one of the top two Wake Forest teams.

Beyond academic pursuits, I also enjoy social and philanthropic extracurricular activities. Serving as Academic Chair for my sorority this year, I redesigned the existing system for academic incentive and established a new organizational process wherein members at-risk academically received intensive tutoring and encouragement to enhance their academic achievements. Organizational outcomes were 5% higher than the prior year as a result. If selected for BCG's internship program, I similarly would enjoy partnering with clients to think strategically and advise on opportunities for growth.

I would appreciate the opportunity to meet in person to discuss my experience and qualifications. I have included my resume for your reference, and I will call during the week of January 10 to hopefully arrange further dialogue. I would be happy to answer any questions about my background and experiences you may need. Thank you for your consideration.

Sincerely,



Jane Reynolda

**Example Letter of Interest – No Existing Posting (do not include in actual letter)**

Insert Header From Resume

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December 15, 2015

Emily Brown  
Director of Human Resources  
The Container Store  
1234 Storage Street  
Dallas, TX 75225

Dear Ms. Brown:

I am writing to express my interest in summer opportunities at The Container Store. I grew up with Container Store products in my home; they traveled with us to accommodate various needs in seven different homes. When I left for college, I relied on my elfa® baskets and Skandia bookshelves to maximize the space in my dorm room. I know first-hand The Container Store sells quality products. I am also aware of the company's heart for its people, evident in the attitudes of employees in the stores and in the company's ranking by Fortune magazine as one of the "100 Best Companies to Work for in America." For these reasons and more, I would like to play a part in your organization.

Stemming from my interest in your organization as a whole, I am enthusiastic to learn of summer opportunities and discover where I might make an impact through my knowledge and talents. As a junior Business & Enterprise Management major, I have had intensive study in Accounting, Marketing, Quantitative Analysis, and Strategic Management. I have found the case studies applied to consumer product organizations particularly interesting within these subjects. Outside of the classroom, I enjoy involvements as an Orientation Leader and a volunteer at Brenner Children's Hospital. Whether aiming to quickly gain rapport with new patients and their families or orienting freshman to the services of the university, I feel these activities have enhanced my interpersonal skills and would consider this area a strength. Additionally, I have been recognized for my organizational skills, planning five major events for over 100 women as Events Coordinator for an extracurricular organization.

I would be thrilled to intern in your corporate office, to learn the business behind your retail locations, but I also understand the importance of the in-store experience and would consider these opportunities as well. I have prior retail experience with Gap, Inc and Abercrombie & Fitch, and would deliver smart, friendly service to customers at The Container Store.

If given the opportunity, I would work diligently to make an impact at The Container Store. I look forward to discussing summer opportunities and have included my resume for your review. Should you require additional information or wish to speak with me, please contact me at 336.123.4567 or janereynolda@wfu.edu. Thank you for your consideration.

Sincerely,



Jane Reynolda