

Ian Goldberg

← Name and contact info coordinate (if not match identically) the header on your résumé

myfullname@email.com | 555.585.8432 | @myfullname | linkedin.com/in/myfullname | 123 Main Street, Syracuse, NY 13210

← A few blank lines

August 2, 2014

← 1 or 2 blank lines

Jill Murphy, Recruiter
Work for Us, Inc.
1 Employer Drive
Somewhereville, NY 13251

Traditionally, letter recipients are addressed as Mr. or Ms., followed by the last name. However, if it is unclear how the person identifies, or if you know the person is non-binary, start your letter with "Dear Jill Murphy:" (i.e. use first and last without the gendered title).

← 2 blank lines

Dear Ms. Murphy:

← 1 blank line

Jason Strong recommended that I contact you after speaking with him about your summer internship opportunity. I am confident that I would be a great fit for Work for Us' social media internship based on my previous social media experience and content marketing skills.

As a social media strategist at Fresh Start, I implemented a new content marketing strategy for the company's Facebook page to promote new services, which produced a 75% increase in customer engagement. My success as a content marketer comes from my experience in writing daily posts for my online blog (www.mywebsitehere.com) to teach college students how to use social media for their personal brand. These experiences taught me how to research social media trends and use SEO keywords to effectively attract new online readers. I continue to apply my knowledge and skills as a content strategist for The Social Buzz, a campus blog about personal branding and career development.

I would love to speak with you to further discuss my qualifications. I will follow up in the next week in hopes of scheduling an interview. Thank you for your consideration.

← 1 blank line

Sincerely,

4 blank lines (if you plan to snail mail your letter with signature)

OR

1 blank line (if you plan to email your letter without a signature)

Ian Goldberg

Keep all info aligned to the left

Align characters to clean up edges

Helpful Tips:

- Select a different font than Times New Roman that is easy to read and use it on both your letter and résumé. (A sans serif font is usually recommended so your materials look more modern.)
- Select a font size that is clear to read. This will depend on your font. If you're not sure, it's too small!
- Keep your letter to (much) less than ONE page.