



Chapter 3

Crafting a Cover Letter

*“The one thing you have that nobody else has, is you.
Your voice, your mind, your story, your vision.
So, write and draw, and build and dance,
and live only as you can.”*

— Anonymous

COVER LETTER FORMATTING GUIDE

Header
Use the exact same one as your CV. This develops your personal brand.

Employer Information
Address the letter to the person doing the hiring, including their name, title, department, organization, and mailing address. Look this up using the job description, LinkedIn, or the company website. When in doubt, choose the most senior person in the department or address to the hiring manager/internship coordinator.

Opening Paragraph
Tell them why they should keep reading your letter. Orient them to how you heard about the job and why you're interested. Incorporate the organization's mission and goals if possible. This paragraph is the place for static details like your graduation date, degree, and school name, if relevant to the opportunity.

Middle Paragraphs
Keep them interested with detailed and concise descriptions of your experience as it relates to this particular position. Speak the company's language by incorporating keywords from the job description. Connect how what you've done relates to what the organization does. This piece can be divided into two paragraphs if necessary.

Concluding Paragraph
Summarize why you are applying for the position. Express appreciation and politely request to hear back, restating your contact details from your header.

Other Considerations
Use active voice and avoid being verbs (am, are, was). The more personal the cover letter is, the more relatable it feels to the organization when they read it. Think of the cover letter as a story, while your CV is more like a factsheet. Adopt the language and tone of the company in your cover letter. If they are lighthearted and fun, you can write in a similar fashion.

Student Name
Current Location (City, Country)
Email address | Phone Number

Date

Name of Contact of Employer Title
Name of Organization Address
City, Country

Dear Mr./Ms./Dr. _____,

Introduction: State the position you're applying for and how you heard about it (ie. Handshake, Indeed, name of contact), introduce yourself including your university and major and express why you're interested in the position/company. Provide an overview of your qualifications.

Sell Yourself: Highlight relevant experiences or transferable skills you've obtained. Ensure that you are drawing a connection between your experience and the position. Provide examples or share story of your work and provide skills used and results obtained. Describe both hard skills (budgeting, software competencies, language etc.) and soft skills (detail-oriented, team player, communication skills). If you can quantify your work, numbers can always help show the breadth of your work. You could include or mention your international experience, student projects, volunteer positions as well.

Enthusiasm and Follow-Up: Reemphasize your interest and qualifications of the position and company. Demonstrate your interest and knowledge of the company. Be sure to thank the employer for their time and attention, and how they can follow up with you.

Note: Don't reiterate your CV, your cover letter should tell a different story.

Sincerely,

Sign your name here
Your name typed

Format
LENGTH: One page
FONT STYLE: Standard and easily readable
TEXT SIZE: 10-12 points
FORMAT: Left align or justify content. Use line spacing and paragraph spacing to make it easy to read.



COVER LETTER TEMPLATE

Student Name

Current Location (City, Country)
Email address | Phone Number

Date

Name of Contact of Employer
Title
Name of Organization Address
City, Country

Dear Mr./Ms./Mrs. _____,

Introduction: State the position you're applying for and how you heard about it (ie. Handshake, Indeed, name of contact), introduce yourself including your university and major and express why you're interested in the position/company. Provide an overview of your qualifications.

Sell Yourself: Highlight relevant experiences or transferable skills you've obtained. Ensure that you are drawing a connection between your experience and the position. Provide examples or share story of your work, being clear about skills used and results obtained. Describe both hard skills (budgeting, software competencies, language etc.) and soft skills (detail-oriented, team player, communication skills). If you can quantify your work, numbers can always help show the breadth of your work. You could include or mention your international experience, student projects, volunteer positions as well.

Enthusiasm and Follow-Up: Re-emphasize your interest and qualifications of the position and company. Demonstrate your interest and knowledge of the company. Be sure to thank the employer for their time and attention, and let them know how they can follow up with you.

Note: Don't reiterate your CV, your cover letter should tell a different story.

Sincerely,

Sign your name here
Your name typed

FINANCE COVER LETTER



ALIA FALCON

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aliafalcon@nyu.edu
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15 August 201X

Mr. Yong Wei Ma
Assistant Vice President
International Banking Corporation
123 Main Street
Dubai, UAE

Dear Mr. Ma,

I write to express my interest in the Analyst Internship with the International Banking Corporation that was posted on Handshake. As a third-year Economics major at NYU Abu Dhabi (NYUAD) with a concentration in Finance, I am drawn to the cutting-edge work that the International Banking Corporation is doing with regard to loan advisory in the UAE. This opportunity would provide me with an unparalleled learning opportunity and my experience with financial advisory and financial search would be an asset to your team.

Passionate about the macro and micro fluctuations of the business cycle, I was able to learn first-hand as a Global Investment Research Summer Analyst for Goldman Sachs. The main goal of my research was to analyze engineering and construction stocks, industry trends, and investment opportunities in the Industrials business unit of Goldman Sachs' equity division of Global Investment. I had to prepare pitches on previously uncovered stocks and presented this information to the Investment Review Committee. As a Financial Advisory Intern with KPMG in Mexico City, Mexico, I worked closely with a team on a merger between two consumer goods brands, valued at over AED 10 million. The senior advisory staff trusted me to conduct research and analysis they would present directly to the client. This project demanded immaculate attention to detail and the ability to adhere to strict deadlines. I also learned to navigate the cultural nuances of a business transaction in Mexico.

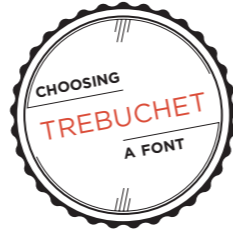
Outside of the office and classroom, my leadership, volunteering, and athletics commitments have helped me develop a sense of accountability for my actions and great tenacity towards my goals. In the past two years, I have taken on numerous leadership positions in my community — including being vice president of the of the Stern Political Economy Exchange in Abu Dhabi, captain of the university basketball team, and a mentor to a first year student. These experiences have made me more ethical, responsible, and thoughtful about my impact on others.

I am confident that my analytical skills, attention to detail, as well as my leadership background would make me a valued member of the International Banking Corporation team. I would greatly appreciate the opportunity to meet you in person. Please contact me by phone (+971 50-123-4567) or email (aliafalcon@nyu.edu) at your convenience. Thank you for your time and consideration.

I look forward to hearing from you.

Sincerely,
Alia Falcon

ARTS COVER LETTER



Rania Falcon

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21 January 201X

Sheena Brown
Monuments Conservation Program
The Arsenal
830 Fifth Avenue
New York, NY, USA

Dear Ms. Brown:

I write to express my interest in the Monuments Project Coordinator internship position you posted to Handshake. I am confident that my program management skills and educational background in Museum Studies make me a strong candidate for an internship with the Monuments Conservation Program.

My commitment to arts conservation and awareness is best seen through my internship with the NYU Abu Dhabi (NYUAD) Art Gallery. I assisted with the installation of the Zimoun installation this past spring, an exhibit which consists of 5 minimalist mechanized sculptures. I worked closely with the Chief Curator and team, utilizing my keen eye for detail, to ensure each piece was installed precisely. Additionally, we were up against the clock as we had to make sure the exhibit was ready for the public within two weeks. This demanded effective communication and frequent checking in with the team. My other main responsibilities included promoting the exhibit by creating content for daily Instagram posts to over 2,500 followers, as well as welcoming first time visitors and providing a short introduction about the exhibit. The skills I have gained from my internship at The Art Gallery, including my ability to be flexible and adaptable with multiple simultaneous tasks, would be an asset to this program.

As a current third year student at NYU Abu Dhabi (NYUAD), I am studying Visual Arts with a concentration in Art History. I have completed several courses that have introduced me to the museum and art world, each highlighting the importance of history and conservation. I hope to go beyond classroom theory and apply my knowledge to this program. Through the invaluable bi-weekly educational visits, I would learn about conservation firsthand and explore a field I am greatly interested in.

I am tremendously excited by the educational opportunity this internship represents and I look forward to learning more about your public sculpture collection. Please find my CV attached and feel free to contact me at +971 (0)50-123-4567 or rf123@nyu.edu if you have any questions. Thank you for your time and consideration.

Sincerely,
Rania Falcon

HEALTH COVER LETTER



Eline Falcon

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February 21, 20xx

Dr. Amine Rakab
Chairman of Academic Affairs
Mafraq Hospital
Abu Dhabi, UAE

Dear Dr. Rakab,

I am writing in response to the medical shadowing and clinical opportunity at Mafraq Hospital posted on Handshake. I am a third-year student at New York University Abu Dhabi, originally from Amman, Jordan. My expected graduation will be in May 2017, with a Bachelor of Science in Biology and a specialization in Brain and Cognitive Sciences. More relevantly, I am a pre-health student with the intention of applying to medical school this coming year.

As a pre-health student, I have explored formal scientific research at the King Hussein Cancer Center (KHCC). At KHCC I trained in molecular biology techniques such as PCR, electrophoresis, and transformation while conducting experiments under the supervision of a post-doctoral researcher with TALEN DNA technology.

While my formal education is science-centered, my previous internships have been divided between socially oriented and research oriented experiences. My love of working with people has led me to seek out positions in the Community Relations Department of NYUAD and at a socially oriented branding and design startup. While I have greatly increased my social awareness and sensitivity in these roles, I am now eagerly looking for an opportunity to bridge my two passions and observe how doctors combine medical and scientific knowledge with excellent "bedside manner" to help people everyday. I am specifically interested in how doctors combine expertise, focus, teamwork, and sensitivity to successfully treat patients in Emergency Medicine.

I know that an important part of pursuing a career in the medical field is observing a clinical setting, and I can think of no better place than Mafraq Hospital. From the numerous medical specialties to the mission of providing quality healthcare in a caring environment, Mafraq Hospital would be an ideal setting to observe everything from admission to patient education. I thank you for taking the time to review my application, and I look forward to hearing from you soon.

Sincerely,
Eline Falcon

STEM COVER LETTER



Michael Falcon

PO Box 129188, Abu Dhabi, UAE | +971 (0) 50 1234567 | mf23@nyu.edu

21 January 20xx

Jane Smith
Assistant Director of Recruiting
PharmaTech
1607 rue Journelle
Geneva, Switzerland

Dear Ms. Smith:

I am writing to express my interest in the Temporary Scientific Associate position at PharmaTech. Given my rigorous academic background and thorough laboratory training, I am confident that I would be able to make a positive contribution to the drug discovery process, as well as further develop my research skills in a dynamic and collaborative working setting at PharmaTech.

As a fourth-year student at New York University Abu Dhabi (NYUAD) pursuing a Bachelor of Science in Chemistry, I have participated in multiple research projects, both at NYUAD and MIT, where I was involved in everything from compound design, synthesis, and characterization to data collection, analysis, and presentation, all of which helped to hone my communication and analytical skills. More specifically, as part of my year-long senior thesis, I am currently developing a porous organic polymer that can be used for removal of organic pollutants from water. Through this experience, I gained proficiency in techniques such as HPLC, NMR, UV-Visible, and FT-IR spectroscopy, as well as organic synthesis. Notably, findings of this research resulted in my co-authorship of three articles in peer-reviewed journals and gave me the opportunity to present my results at three international conferences.

Besides laboratory-specific skills, my involvement in research provided me with experience in proposal writing, literature mining, and documenting experimental findings in a clear and concise manner. Having also worked as a teaching assistant, I understand the value of effective team work, as well as good organizational and communication skills. I am now headed toward a career which will enable me to use a research and development approach to contribute to the advancement of novel technologies for medical applications. For that reason, I believe I would be an excellent fit for PharmaTech, given the dedication of your company to fostering scientific curiosity, as well as individual and collective accomplishments.

My CV is enclosed for your reference, and should you have any questions, please do not hesitate to contact me at +971 (0) 50 1234567 or mf23@nyu.edu. Thank you in advance for your consideration, and I look forward to hearing from you soon.

Sincerely,
Michael Falcon

PUBLIC SERVICE COVER LETTER



Kaleb Falcon

PO Box 129 188, Abu Dhabi, UAE | +971 (0) 50 1234567 | kf123@nyu.edu

March 20, 20xx

Mr. Marco Cisneros
CARE Peru
Av. General Santa Cruz
659 Jesus Maria
Lima, Peru

Dear Mr. Cisneros:

I am writing to apply for the Countries in Crisis Program Manager position at CARE Peru. Like CARE International, I am committed to the improvement of economic conditions for individuals and families in the world's poorest regions. I believe my background in emergency humanitarian programming and microenterprise venture make me an excellent fit for this position. I'm excited about the possibility of working with CARE and be a part of something that can help bring about lasting change in the world.

This last summer at Mercy Corps I collaborated with senior staff to develop economic empowerment and nutritional programs for populations living in post conflict and post natural disaster contexts in the Eastern Districts of the Karamoja sub-region of Uganda. For over three months I stayed in a guest house in Uganda while working closely with the local Civil Society Organizations and associated program technical team to develop programs to create food and nutrition security, and provide a safe place for adolescent girls, pregnant and lactating women and children under 5. Over the course of the program, myself along with a team of 8 planned and facilitated 10 programs to over 200 community members.

Additionally, I worked with Trickle Up to facilitate business trainings for entrepreneurs in Zambia. I developed partnerships with lending institutions to help ensure the availability of financial services to support future microenterprise ventures. In both of these positions, I routinely monitored, evaluated, and reported on outcomes for major programs.

As a final year student at New York University Abu Dhabi in Social Research and Public Policy, I have built a strong foundation understanding best practices of international public administration. Having completed coursework in International Economic Development, Program Development for International Organizations, and Managing Humanitarian Challenges and Conflicts, I am excited by the prospect of applying my knowledge to CARE Peru's current work, while developing innovative models for new programs.

Having previously lived in Latin America myself, I am confident that I could thrive joining your team in Peru. I would welcome the opportunity to meet with you to further discuss my background and qualifications. Please review the attached CV, and feel free to contact me at +971 (0)50-123-4567 or kf123@nyu.edu. Thank you in advance for your consideration.

Sincerely,
Kaleb Falcon

EDUCATION COVER LETTER



Agaton Falcon

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25 February 20xx

Institute of International Education – European Office Budapest 1051
Vigyázó Ferenc u. 4.
Hungary

Dear Hiring Manager:

I write to express my interest in interning at the International Institute for Education (IIE) in Budapest. I am a third-year Literature major at NYU Abu Dhabi (NYUAD) who is eager to combine my academic training and the skills I gained in my on-campus leadership roles for implementation at IIE. Your internship provides the opportunity to draft online English content for local schools and perform benchmarking research about higher education expectations of Hungarian families, which aligns with my interest in systemic education reform.

As a literature major, I am adept at noticing themes and patterns; I can see the stories around me. This informs my ability to write by giving me a fresh lens for content and dynamic angles, which I believe is integral to providing engaging content for your local schools. I have been able to develop my ability to write as a guest contributor for the student newspaper, *The Gazelle*, circulated to 800 students weekly. This deadline-focused, topic-based type of writing has equipped me to write well under pressure and with short notice. At IIE, I can use these skills to produce quality content quickly, minimizing time spent reviewing and editing.

My passion for writing is only superseded by my passion to access education. As a first generation university student myself, I am familiar with the unusual challenges one faces in applying to and being successful at university, as well as the importance of fully explaining the value of a degree to high school students and their families. In Abu Dhabi, I have been volunteering for the past two years with the Future Center for Special Needs, which provides educational services to children with disabilities. I worked with internal and external stakeholders to align messaging, evaluate the programs in place, and institute structure to ensure continued funding. I believe that the skills I have developed while volunteering will contribute to the overall mission of IIE.

Thank you for taking the time to consider my application for an internship. I will follow-up with you by email in two weeks to address any questions regarding my application. In the meantime, please feel free to contact me at +971 (0)50 123 4567 or af123@nyu.edu as I would welcome the opportunity to talk more about my interest in IIE and how I can be an asset as intern.

Sincerely,
Agaton Falcon

MARKETING COVER LETTER



Nadia Falcon

Abu Dhabi, UAE | +971 (0) 50 1234567 | nadiafalcon@nyu.edu

11 March 20xx

Charlotte Bradley
Director, Marketing Strategies
Edelman Abu Dhabi
TwoFour54 Park Rotana Complex
Abu Dhabi, UAE

Dear Charlotte,

I am writing to express my interest in the Senior Social Media Specialist role posted on Handshake. With my passion rooted in creative branding and marketing, I find myself to be a strong candidate for this role. I am a soon-to-be graduate in Film and New Media with a thesis focused on the interconnectivity of things and people.

Four years ago, I noticed the global buzz of patterns that are typical to west Africa and wanted to highlight those artists coming out of my neighborhood. *Ankara.Connect* was born out of this idea. I began with face to face meetings with artisans and tailors throughout Cotonou, Benin and uploaded their wares onto Ankara. Over the span of one year, *Ankara.Connect* grew to accumulate 1,000 unique views monthly and generate an average of \$10,000 USD in revenue annually. Growing this business via social media has been a labor of love over the years that I still continue on a small scale.

Coming from Benin and choosing to study in Abu Dhabi, gaining social media marketing experience became a priority so I could learn how to engage a population different than my own. At the Dubai Opera, I established a social media presence for the organization over the span of 3 months during the summer using Instagram and Facebook platforms. Through contests, paid posts, and an in-depth engagement strategy I was able to grow our combine followers to 25,000 in 3 months.

The combination of these two very different, yet similar, opportunities are what bring me to apply for a role with Edelman Abu Dhabi. Having successfully created and sustained a grassroots brand over the past 4 years and having grown a formal brand over 3 months, I would now like to work for an organization that strictly grows brands in the Middle East. As one of the fastest growing regions in the world, I look forward to the challenge that comes with clients who expect to hone their brand to speak to this consumer base.

I look forward to hopefully talking to you more in person about how I may be a great fit for your organization in this role.

Sincerely,
Nadia Falcon