
Cover Letters

Why are cover letters so important? They provide the prospective employer with a brief review of your skills and abilities in the form of a letter. Letters are written much differently than resumes and can have a lasting impact on the reader

If you are wondering whether you need a cover letter or not, the answer is "yes". Employers are expecting a cover letter, but more important than that, you have an extra page to sell yourself if you write one. Even if you are an excellent Graphic Designer, you still need to convince the employer that you are worthy of a job.

So, how do you write a great cover letter?

The cover letter builds on the resume and leads the employer toward it. Its goal is to get the employer excited about the resume. It is a sales tool, just like the resume is. Sell yourself in a compelling and exciting way. Inject energy and let your best qualities reach the employer through carefully written examples and anecdotes. Don't just state what you are capable of, show the employer what you have done in the past with vibrant language that attracts and invites the employer to want to know more.

You are a part of a significant sector of the labor market. You have to be your very best to get the great jobs. What skills and abilities do you have that you can offer the employer – and – how can you do so in a way that makes the employer pick up the phone and call you for an interview?

Be personable, but professional at the same time.

Let your cover letter generate interest in your resume, then let your resume grab the employer's attention so that you are invited in for a face to face meeting.

A cover letter isn't likely to persuade an employer to grant you an interview on its own, but it is part of the whole package that WILL encourage an employer to want to get to know you better. Make it an exciting and enjoyable read and you will find yourself being offered the Graphic Designer position you apply for.

(Carla Vaughn webmaster at Professional-Resume-Example.com)

Examples

Attention: John Johnson, Senior Creative Director

I am sending you my resume in response to your ad in the May issue of Advertising Age for a Production Artist. I believe I have the skills that your company is seeking, and would like to be considered for the position.

I have extensive layout and design experience and enjoy working on precise, detailed projects. My background in 4-color production, camera work, and desktop publishing systems would also be an asset to your company. Working under tight deadlines is the standard of the advertising industry that I come from, and is not a problem for me.

I look forward to meeting with you personally, and reviewing the needs of BT&K in greater detail. I can be reached at the above telephone number.

Let's talk soon,

Dear Ms. James:

Through Career Services, I learned that Graffixx will be interviewing on the campus of Northern Illinois University on Thursday, February 8, 2005. I am writing to express my interest in your training program and would like an opportunity to meet with you during your visit.

The career opportunity offered with your organization is a strong match for my well-rounded background. As a Communication Studies major with a Graphic Design emphasis, I have worked on several team-designed projects ranging from logo design to creating promotional materials for a business. My classroom experiences combined with my expertise in using QuarkXpress, Adobe Illustrator and PhotoShop will allow me to be a successful member of your design team.

As you will note by the enclosed resume, I have worked for the past two years as a Graphic Design Intern with Career Services at Northern Illinois University. In that position, I worked with several different staff members to design and create both advertising for office events and office brochures. Through this interaction, I have realized the value of communication in translating a client's ideas into a visual product. I would welcome the chance to apply the skills and knowledge I have gained to a position at Quad/Graphics.

I am eager to have an opportunity to interview with you when during your visit to the Northern Illinois University campus. If the schedule becomes full, I would be willing to travel to your local office for a meeting. Thank you for considering my candidacy for this position.

Sincerely,

Chris Smith
Enclosure
