

## Resource 3: Cover Letter Template Courtesy of Indeed.com

<https://www.indeed.com/career-advice/resumes-cover-letters/free-cover-letter>

# YOUR NAME

Phone | Email | Location (City, State, ZIP)

*\*This should mirror the contact information in your resume. A cover letter and resume are part of the same package of application materials—they should complement each other.*

[Date]

[Company name]

### **Option 1**

Dear [Hiring manager's first name] [Hiring manager's last name],

### **Option 2**

Dear hiring manager,

### **Paragraph 1**

[Express excitement for the position, including the role title and the company name]. [Introduce yourself by explaining why you're applying for the job and how the job aligns with your career goals and what specifically draws you to the company].

*"I'm excited to be applying for the Account Manager position at Cloud Clearwater. With more than seven years of experience in digital marketing agencies, I have developed a strong talent for building trusted relationships with high-value, high-impact clients. I am impressed by Cloud Clearwater's commitment to customer satisfaction, as shown through your many outstanding customer service awards."*

### **Paragraph 2 (and up to 2 additional paragraphs, if needed)**

[Explain your relevant experience and qualifications without repeating what's in your resume]. [Highlight one to two relevant achievements with facts and data when possible]. [Explain why you'd be a good fit for the company]. [Optional - address employment gap or career transition].

*"During my previous role at River Tech, I managed a portfolio of more than a dozen clients in the healthcare and consumer goods industries. I strategically coordinated a variety of DTC digital marketing campaigns that consistently delivered results, including over 20 campaigns that averaged a 10% or greater conversion rate. In addition to producing substantial ROI, these campaigns also earned our top pharmaceutical clients multiple prestigious MM&M consumer awards in 2014, 2016 and 2017. While on my family leave in 2018, I used the opportunity to take online business courses and received a management accounting certificate."*

### **Final paragraph**

[Express gratitude]. [Summarize qualification]. [Restate interest in role]. [Call to action + availability and preferred contact method]

*"Thank you for your time and consideration. I'm looking forward to learning more details about the Account Manager position and about Cloud Clearwater. With a proven track record of account success, I am positioned to exceed your expectations for this role and substantially benefit your organization. I look forward to hearing from you to share more examples of my work and discuss how my talents can be used to benefit Cloud Clearwater's client portfolio."*

[Complimentary close],

[Signature]