


# COVER LETTER GUIDE

Your Quick Guide to Writing A Strong Cover Letter!

## What is a cover letter?



A one-page document that introduces yourself to an employer, highlights your relevant experience, and explains why you're a great fit for the position and company.

## Recommended Format

### Header

FirstName LastName

City, State

Email, Phone Number

### Date

Month Day, Year

### Employer Info

Department / Office Name

Company / Organization Name

### Greeting

Dear Hiring Committee / Hiring Manager (Name) / Hiring Team



### Additional Tips

- 1) Avoid hyperlinks, charts, graphics, or shapes for ATS systems
- 2) Keep the font and formatting consistent with your resume
- 3) If using Google Docs, export as Word or PDF before submitting



# CONTENT



<b>Intro</b>	<ul style="list-style-type: none"><li>• State the exact position you are applying for.</li><li>• Briefly explain why you're interested and how it aligns with your strengths or interests.</li><li>• Mention who referred you to the job or where you learned about the role.</li></ul>
<b><u>Paragraph 1:</u> Relevant Skills &amp; Experience</b>	<p>Use this paragraph to show you are qualified for the job.</p> <ul style="list-style-type: none"><li>• Highlight skills that directly match the job description.</li><li>• Use examples from academic projects, internships, part-time work, leadership, or volunteer roles.</li><li>• Show how your past work connects to what the employer needs (what they are asking for in the job posting).</li></ul> <p><i>Example Tip:</i> If the job requires Python, mention class projects, labs, or work where you used Python.</p>
<b><u>Paragraph 2:</u> Motivation &amp; Alignment</b>	<p>Use this paragraph to show your culture fit and interest.</p> <ul style="list-style-type: none"><li>• Discuss your passions and how they align with the company's mission, values, or team goals.</li><li>• Reference research you did on the company (mission, culture, products, services, offerings).</li><li>• Emphasize why you'd be a strong fit for THIS job at THIS company, and excitement about contributing to the team.</li></ul>
<b>Closing</b>	<ul style="list-style-type: none"><li>• Re-state your enthusiasm for the role.</li><li>• Thank the employer for their consideration.</li><li>• Sign off professionally: Sincerely, Thank You, Best Regards</li></ul>

# Bob Jones

Dearborn Heights, MI  
bobjones@umich.edu, (555) 555-5555

January 8, 2026

Ford Motor Company  
Corporate Communications

Dear Hiring Manager:

I am excited to apply for the Social Media Internship with Ford Motor Company. As a Communications major at the University of Michigan-Dearborn, with hands-on experience in digital outreach and student engagement, I have developed strong skills in content creation, audience analysis, and strategic messaging that I am eager to contribute to Ford's Corporate Communications team.

In my role as a Career Peer in the Career Services Office, I contributed directly to digital outreach and promotional strategy to increase student engagement with workshops, employer events, and career fairs. I collaborated with staff to draft and refine social media content for Instagram and LinkedIn, develop messaging for email campaigns, and create peer-facing promotional materials tailored to different student audiences. By analyzing which events generated the strongest engagement and adjusting messaging accordingly, I gained experience thinking strategically about audience behavior and content performance. As a Communications major, my coursework in media strategy and digital communication has further strengthened my ability to craft brand aligned messaging, evaluate engagement metrics, and create purposeful content that supports organizational goals.

I am particularly drawn to this opportunity within the Corporate Communications team at Ford Motor Company because of Ford's commitment to electric vehicle growth, sustainability initiatives, and its long-standing presence in the Dearborn community. I am inspired by how the company balances heritage with transformation. As a local student, I value storytelling that reflects both brand legacy and future vision, and I am energized about contributing content that connects audiences to Ford's evolving mission. I am eager to bring creativity, adaptability, and a collaborative mindset to a team that shapes how one of the world's most recognized brands communicates with its global community.

Thank you for considering my application for the Social Media Internship. I welcome the opportunity to further discuss how my academic background and outreach experience can contribute to your team.

Sincerely,  
Bob Jones