

# COVER LETTER GUIDE



CAREER  
DEVELOPMENT  
CENTRE



## COVER LETTER GUIDE

### A Good Cover Letter is Essential!

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Have you heard that cover letters aren't important? That employers ignore them to focus on the resume? Don't believe a word of it!

A nationwide survey by Robert Half (2015) found that 91% of executives believe the cover letter is valuable when evaluating candidates.

A cover letter allows you to direct the reader's attention to aspects of your resume that are most relevant, demonstrate your knowledge of the company you are writing to and express your interest and enthusiasm for the position and company. Cover letters complement and reflect the content of your resume, but are not a duplicate of your resume.

This Guide Book is designed to provide you with an overview to help you when writing your cover letter. Cover letters vary in terms of style and formatting, but there are key elements that will help get you noticed. Refer to the samples for inspiration.

Your cover letter is a marketing document that markets you to potential employers. It's important because along with a great resume, it's what will get you past the first screening and into an interview by demonstrating to recruiters the following:

- That you have researched the company
- Have the skills and experience for the position
- What you can do for their organization
- How well you will fit within the organization

### Top 10 Tips for a Good Cover Letter

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1. **Customize** for each position you are applying for, never use a generic letter.
2. Demonstrate that you have **researched** the company and understand their mission and values and how your personal and professional values align with theirs.
3. Use the same header, font style and size as on your resume.
4. Address it to the person who will be reading it (see page 5 for tips).
5. Keep it to one page with three to four paragraphs.
6. Don't be afraid to brag a little. If you don't tell the reader how great you are, no one else will.
7. Use language that reflects the company's language and job posting.
8. Use your creative writing skills to enhance content on your resume, avoid just copying your resume.
9. Tell the reader what you do have, not what you don't have.
10. Edit for spelling, punctuation, proper grammar and typos. In a competitive market, one mistake can make the difference.

Remember, you can always contact a Career Consultant at the Career Development Centre to review your cover letter!

#### Good to Know!

48% of hiring managers say they automatically dismiss a resume or cover letter that is not customized!



## COVER LETTER AT A GLANCE

**AMIN SINGH**  
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September 12, 20\_\_

Jane Jacobs  
Talent Recruitment  
Shell Canada Ltd.

**Re: Management Trainee Position**

Dear Jane Jacobs,

I recently attended the Shell Canada Information Session held at the Asper School of Business and was impressed with Shell's continued achievements, commitment to sustainable development, and community involvement. After speaking to the company representatives about the corporate culture, employee development and support, I am excited to be applying for the Management Trainee position as my personal and professional values align with those of Shell and I would be proud to represent your award winning company.

I will be completing my Bachelor of Commerce (Honours) Degree with a major in Accounting and Finance in December 20\_\_ and plan to pursue my CPA designation. I would like to incorporate strategic decision making, sound accounting principles and team leadership throughout my professional career to ensure organizational success in the global marketplace.

Over the past two years, I have gained leadership, communication and team work skills at the University of Manitoba, while maintaining a great academic standing in my program. I have also been extremely active in my community. Through involvement in student council and student organizations, I have had the opportunity to serve students, while developing my interpersonal and time management skills. I have honed my professional competencies through exposure and responsibility for budgeting, problem solving and decision making. I am committed to achieving goals and can adapt easily to new situations. I am accountable, organized and face situations with enthusiasm and a "can do" approach.

My education in accounting as well as my related skills and career aspirations match the qualifications required to contribute to the on-going success of Shell Canada Ltd. I look forward to further discussing my qualifications with you and how I can make a contribution to your team. I appreciate you taking the time to review my application and I would consider it an honour to launch my career with your respected organization.

Respectfully,  
*Amin Singh*  
Amin Singh

Include the date you sent it and who you are addressing it to.

Optional subject line to include the name of the position you are applying for.

1<sup>st</sup> paragraph: Demonstrate you have researched the company and express your enthusiasm for the company and position.

For a professional look, use the same header as your resume

Always attempt to address it to the person who will be reading it. See page 5 for tips.

2<sup>nd</sup> and 3<sup>rd</sup> paragraphs: Highlight your skills and experience and your soft skills as they relate to the job posting.

Last paragraph: Show your enthusiasm again, include a thank you, and add a "call to action"

Insert a scan of your signature for a professional look. See page 3



## SECTIONS IN A COVER LETTER

### Opening Paragraph

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Open with an **attention grabbing sentence** that shows your enthusiasm and that you have done your research on the company. Clearly articulate how your professional and personal values align with the company and why you want to work for them. Include what position you are applying for and how or where you learned about the position.

The reader already knows how getting this job will benefit you, so you don't need to tell them. For example, they know it will be good experience, help build your career and look good on your resume, So avoid focusing it on you. Instead tell them what is in it for them. For example, are you passionate about their product or service? Are you going to be a champion for the company because you believe in their values?

### Middle Paragraph(s)

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Can be one or two paragraphs and should highlight your skills, abilities, experience, knowledge, education, training, etc. as it relates to the position. Refer to the required qualifications on the job posting and prove how you meet these requirements. Telling the reader/employer you are good at something isn't enough, you need to prove it by providing an example.

Feel free to "mirror" or use key words and phrasing from the job posting as a way to align yourself to the position.

Always use positive and confident language. Tell the reader what you do have, not what you don't - "While I have never worked as an accountant before..." sets a negative tone.

### Closing Paragraph

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Express your enthusiasm for the position and company again. Include a call to action "I look forward to meeting with you to discuss..."

Include your salary expectation only if they have asked for it (see page 4 for tips). And finally, make sure to thank them for their time and consideration.

#### Pro Tip!

The CDC has a scanner you can use to scan your signature!



## WHEN TO WRITE A COVER LETTER

### When you are applying for a specific job

If the posting for the job you are applying for requests a cover letter, be sure to include one. Not doing so will likely be an automatic “no”.

But what if the job posting doesn’t specify that a cover letter is required? Include one anyways, it’s good business etiquette and a missed opportunity if you don’t! The only exception is if the job posting specifies that a cover letter is not required.

### When you want to market yourself to a specific company that is currently not hiring

If you have identified a company that you are really keen to work for but they are not currently hiring, use a cover letter to introduce yourself and what you can offer the company.

The key things to include in this letter are:

1<sup>st</sup> paragraph: the reason you are writing including any contact person or referral.

2<sup>nd</sup> paragraph: the type of position you are looking for and highlights of your qualifications.

3<sup>rd</sup> paragraph: If you are requesting an interview to gather information, or to establish connection, explain this and indicate you would like 10-15 minutes of their time.

4<sup>th</sup> paragraph: Indicate how/when you will follow up and thank them for their time and consideration.

## WHAT IF...

### They ask for salary expectations?

Don’t just ignore this, it’s not as difficult as you may think! Emphasize that the experience and the opportunity are secondary to the salary and then do some research.

Salary research tips:

- Use the Career Development Centre’s Grad Survey found on our [website](#)
- Compare it to similar jobs
- Use the Government of Canada’s “Explore Careers by Wages” website
- Google it
- Ask friends and family
- Consider the industry i.e. government, non-profit, private sector, etc.

Always provide a range so that there is room for negotiations as you will want to consider their total compensation (training opportunities, vacation time, perks, etc.) not just salary.\*

Example:

“I welcome the opportunity to speak to you further about my keen interest in the Human Resources Assistant position. Based on my research of similar positions and combined with my prior experience, my salary expectations are \$36,000-\$40,000. I am open to discussing this and learning more about your total compensation.”

\*until you have relevant work experience, be realistic when it comes to salary negotiation for an entry level position.



## WHAT IF... CONTINUED...

### You are not qualified?

There is a difference between not being qualified and having relevant transferable skills and experience.

For example, if the job requires that you have a minimum of 5-7 years of accounting experience and you have just graduated, you are not qualified. In this case, don't waste your time or the recruiter's time.

However, if your transferable skills demonstrate that you can do the job, then apply! What's a transferable skill? A skill is transferable when you can use the skill to do a variety of different tasks. Remember, the courses you are taking in university are designed to develop your business knowledge and skills and are all transferable.

For example, as a math tutor you have to assess your clients' needs and explain complex information in a way that they will understand. This experience would transfer well into a customer service representative position at any bank.

### You don't know whom to address it to

Make an effort to find out who will be reading the cover letter and address it to them specifically. Addressing it to "Dear Sir/Madame" or "Dear Selection Committee" is generic and suggests a template letter, which no one is interested in reading.

So how can you find out who to address it to?

- Call the company's HR department
- Use Google and LinkedIn
- If the job posting indicates the position reports to the Marketing Manager, find out who the Marketing Manager is
- Ask a Career Consultant at the CDC

When you find out the person's name, keep it formal by addressing it "Dear Kelly Anderson" not "Dear Kelly".

If you know the correct salutation, for example Mr. Mrs. Miss. or Ms., you can use it. However to avoid an embarrassing mistake (is Kelly female or male?) it's best to avoid using a salutation and use their first and last name.

#### Pro Tip!

Most soft skills such as communication, organization, analytical and interpersonal are transferable.



## Cover Letter Checklist

- ✓ Have you customized it for the company and position?
- ✓ Did you proofread carefully for typos and errors? Did you ask a friend to proofread it as well?
- ✓ Is it one page or shorter in length?
- ✓ If you were the employer, would you call yourself for an interview?
- ✓ Read your letter aloud to hear how it reads.
- ✓ Do not rely on spell/grammar check to find all the mistakes
- ✓ Have you had it reviewed by a Career Consultant in the Career Development Centre?

### Sample cover letters

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On the pages that follow you will find a variety of cover letters to inspire you.

For more inspiration or guidance on writing your cover letter sign up for a workshop or book an appointment with a Career Consultant through the Asper Career Portal. We are here to help you with your career success!







Yang Wei

204-444-8289 | wei@myumanitoba.ca

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January 13, 20\_

Jenny Lee  
Manitoba Hydro  
Employment Services  
360 Portage Avenue  
Winnipeg MB R3C 0G8

**Re: Summer Student Position**

Dear Ms Lee,


I am excited to apply for the position of Summer Student at Manitoba Hydro as I believe I will make excellent contributions to your company. I am well aware of Manitoba Hydro's well-respected reputation and would love to be a part of your vision to be recognized as the leading utility in North America. I am a Bachelor of Commerce (Honours) student at the University of Manitoba, fluent in English and Mandarin.

The courses I have successfully completed have provided me with the skills and knowledge to positively contribute to this position. For example, in *Introductory Financial Accounting* I learned how to interpret and prepare financial statements, gained an understanding of financial accounting concepts and how to prepare quarterly reports. In *Business and Society*, I became aware of key issues facing managers in Canada, developed an appreciation for the need for, and the role of, business in reconciliation, and developed my analytical skills through reading case studies, making group presentations and writing reports.

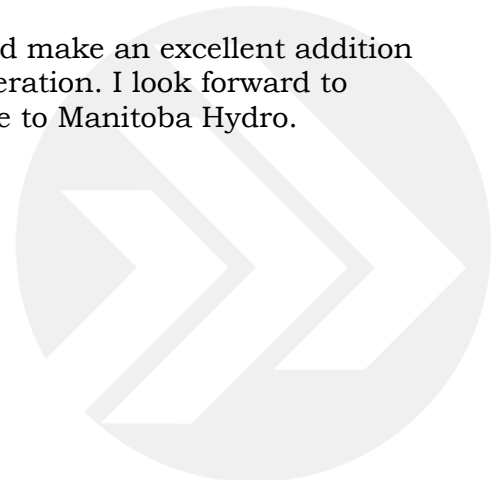
The experience that I have gained at university has also taught me the value of working within a team while at the same time taking on the responsibility of a leadership role. My successful transition to student life in Canada demonstrates my adaptability and drive.

I am confident that my experience and enthusiasm would make an excellent addition to Manitoba Hydro. Thank you for your time and consideration. I look forward to meeting with you soon to discuss how I may be of service to Manitoba Hydro.

Sincerely,



Yang Wei



# Christopher Tanner

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November 26, 20\_

Karen Smith  
Chief Operating Officer  
Value Partners Investments

**RE: Business Analyst Co-op Winter 2016**

Dear Ms. Smith:

As an enthusiastic, and intrinsically motivated student at the Asper School of Business, I am very interested in the Business Analyst co-op position at Value Partners Investments. My keen desire to learn about a variety of areas within the finance industry, coupled with my strong analytical and numerical skills, makes me believe I am a deserving candidate for the position. VPI's commitment to investing effectively and spending responsibly, are very important principles in today's finance industry, and I look forward to being considered to help pursue VPI's mission alongside your dedicated staff.

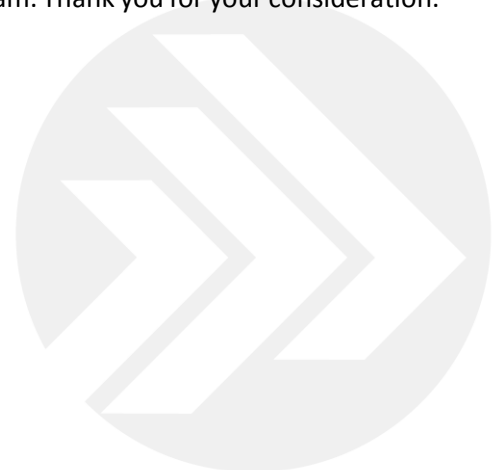
I have acquired a broad based knowledge of financial concepts through my studies, having completed courses in corporate finance, corporate finance theory and practice, and investments at the Asper School of Business. I eagerly look forward to transferring this theoretical knowledge to the professional workplace. I have also developed a strong level of judgment and integrity while working at Steinbach Credit Union as a Teller, by solving member problems, while adhering to strict federal regulations. I have achieved a reputation as a student who takes initiative in groups, and makes well-reasoned decisions, in fast paced and changing environments.

I think my diverse background, will allow me to quickly and efficiently adapt to the Business Analyst role at Value Partners Investments. I truly look forward to meeting you in person, to discuss what you are looking for in a Business Analyst, and how I can be of value to your team. Thank you for your consideration.

Sincerely,



Christopher Tanner



# Karen Wang

204-334-9896 • karen.wang@gmail.com • linkedin/com/kwang

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January 30, 20\_

Kevin Hunter  
Winnipeg Company  
123 Portage Avenue  
Winnipeg, Manitoba R3C 4C5

Dear Mr. Hunter,

Recently, I had the opportunity to participate in the Careers in Supply Chain Management Information Session with Mr. Brown. After learning about his journey and how Winnipeg Company values leadership and trust, I am eager to join a team that aspires to these ideals and would be proud to contribute to Winnipeg Company's on-going success and global growth as a leader in the industry.

With my two years of customer service experience, I have developed an understanding of the importance of meeting customers' needs and ensuring customer satisfaction to create strong client relationships. While working as a cashier at Suki Doces, a small family-owned business, I would take on a leadership role whenever the owner was out of town, and represent her while working alongside the operations manager to ensure the business ran smoothly. During these times, I was able to successfully manage the increased responsibilities while completing my required tasks.

As a student looking for learning opportunities, I am involved in various on campus volunteer activities and student leadership development programs. As the Incoming Exchange Associate at AIESEC, the world's largest student run not-for-profit organization, I took the initiative and worked independently as well as part of a team, to achieve goals and promote the international intern exchange program in Winnipeg to prospective corporate partners with marked success.

I am excited about the prospect of joining the dynamic team of Winnipeg Company. My desire to succeed, coupled with my enthusiastic and positive approach, will enable me to make a significant contribution. I am looking forward to meeting with you to discuss further. Thank you in advance for your consideration.

Sincerely,



Karen Wang



# Quinn Richards

(204) 333-4205

qrichards@myumanitoba.ca

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November 25, 20\_

Krista Schmidt  
HR Manager  
Cargill Limited

Dear Ms. Schmidt:

Congratulations on Cargill being once again selected as one of Canada's Top Employers for Young People for 20\_! Cargill's continuous effort to attract young people like myself is why I am enticed by the opportunity to work for your organization. I recently viewed the job posting for Cargill's Accounting Intern and I am highly interested in filling this role.

As I move further into my studies in the Bachelor of Commerce (Honours) program, I find myself being drawn towards an Accounting major. As part of my Financial Accounting course, I gained experience in examining the financial reports of Arctic Cat and Polaris Industries which has given me the knowledge necessary to fulfill the responsibilities for this position, including processing accounts payable and receivable, and preparing weekly and monthly reports. My strong performance in math based courses such as Introduction to Calculus, Linear Algebra, and Statistics showcases my ability to process numbers with high accuracy, which is a vital skill for accounting-related positions.

My numerous group presentations at the Asper School of Business has made me extremely comfortable working with teams, and presenting comprehensive information to audiences. My experience in analyzing and providing recommendations for Arctic Cat developed my critical thinking, which will allow me to provide helpful recommendations for your organization. In addition, my strong interpersonal and communication skills will allow me to work well with others.

I believe my education and skillset, along with my eagerness to learn, will make me a great candidate for the Accounting Intern position. I would welcome the opportunity to work with, and learn from, your remarkably accomplished team of individuals. I appreciate you taking the time to consider me for this position and it would be an honour if I were selected to be a part of the Cargill team.

Sincerely,



Quinn Richards



Colin Thomas

(204) 555-2387 • Colin\_Thomas@yahoo.ca

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September 28, 20\_\_

Human Resources Representative  
Co-operators Life Insurance Company

**RE: Actuarial Assistant**

I am responding to a recent posting for the position of Actuarial Assistant at Co-operators Life Insurance. This position immediately caught my attention because I believe in co-operative principles and am a member of several co-ops. I have been seeking an opportunity such as this where I can apply my education, experience and personal and professional values to serve the broader community. I am confident that this position is an excellent fit with my qualifications.

Throughout my studies at the University of Manitoba, I have chosen the most relevant and applicable courses to form a strong foundation for a career in the actuarial field. With hard work and dedication, I have received high academic standing in both actuarial and business-related courses. My active participation in these subjects has enhanced my mathematical and analytical abilities and has contributed to my success in passing Exams P and FM of the Society of Actuaries exams.

My position as an Actuarial Assistant this past summer has provided me with the work experience and competencies that will enable me to bring value to the actuarial program at Co-operators. My involvement in a Long-Term Disability Credibility Study and work on non-standard benefit quotes has enhanced my ability to apply key actuarial concepts and principles to practical applications in the insurance industry. In addition, my strong communication and interpersonal skills, honed while working with a variety of people from diverse backgrounds and skill sets, has allowed me to broaden my personal capabilities.

I am recognized as a professional, dedicated, and conscientious worker; an individual who can be trusted to consistently deliver upon and exceed expectations. Most importantly, I have the motivation and initiative required to complete tasks set before me. I am confident that my academic preparation, my ability to work well in a team environment, and my prior actuarial experience will allow me to contribute to your team.

I highly respect Co-operators Life Insurance and would be proud to start my career with you. I welcome the opportunity to meet with you to discuss how I may be of service to your organization.

With enthusiasm,

*Colin Thomas*

Colin Thomas

# Kim Laroux

kim\_laroux@hotmail.com • (204) 555-6598

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September 29, 20\_\_

Ms. Jane Doe  
UGG – Talent Acquisition

Dear Ms. Doe:

Congratulations on your company's 100<sup>th</sup> birthday! In a competitive marketplace, celebrating over a century in business speaks to the strategic initiatives and client service focus that have been the hallmark of UGG. The opportunity to join your team through the Management Development Program is of great interest to me. I will have completed my degree by April 20\_\_ and I have a strong interest in the agricultural sector, having been raised on a farm in rural Manitoba.

For your easy reference, I have highlighted my particular qualifications as they relate to the posting:

### Your requirements

- Customer oriented approach
- Must show potential
- Must show initiative
- Willing to learn and work in different areas

### My qualifications

- Over 3 years' experience in the hospitality industry with formal training in customer service; appreciate the importance of meeting and exceeding customer expectations
- High academic achievements combined with two promotions with my present employer in a 12 month period
- Demonstrated ability to identify and implement ways to improve work processes and reduce errors
- Recognized for being flexible and adaptable; assumed additional responsibilities to assist other departments during peak periods

I have been able to develop my teamwork and leadership skills through my involvement in extracurricular activities. As a member of the intra-mural volleyball team and through involvement in group-based academic projects, I have learned the value of working together to achieve individual and team goals. I have served as the president of a local youth group, which coordinated activities for inner-city children. This experience gave me the opportunity to provide leadership to a group of peers as well as to others who view me as a role model and mentor.

Ms. Doe, I am confident that I can make an excellent contribution to the Management Development Program and UGG's continuing success. Thank you for taking the time to read my application - I look forward to speaking with you soon.

Sincerely,



Kim Laroux

## Morris Green

(204) 568-9856 ♦ mgreen@cc.umanitoba.ca ♦ linkedin/com/mgreen

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September 30, 20\_\_

Ms. Jennifer Brown  
Human Resources – Maple Leaf Foods International

Re: Management Trainee Position #3456

Dear Ms. Brown:

***“Thousands of high performing people, thriving in a high performance culture.”***

Maple Leaf Foods is a company I have grown up with, and one that I thought I understood. However, after researching what it means to be a member of Maple Leaf’s Management Trainee team, I am extraordinarily impressed with the organization’s focus on high performance and employee success. I am eager to begin my career with a company that aspires to these ideals and would be proud to contribute to Maple Leaf’s on-going success and global growth as a leader in the food industry.

I will be graduating in May 20\_\_ with a Bachelor of Commerce (Honours) Co-op Degree majoring in Marketing and Management Information Systems. In addition to my academic credentials, I offer:

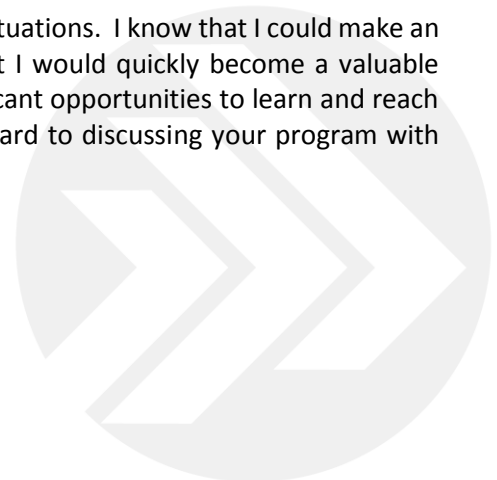
- A reputation as both a leader and team player who can mobilize others and instill enthusiasm to achieve common goals.
- Almost 2 years’ experience in the automotive, aerospace and financial service sectors, which are highly competitive and customer service focused.
- Excellent foundation in marketing, sales and customer service gained from participating in projects related to increasing market share and improving sales.
- A highly self-motivated approach with a strong commitment to meeting and exceeding expectations and standards of performance.

Ms. Brown, I am energetic, enthusiastic, and thrive on challenging situations. I know that I could make an excellent contribution to Maple Leaf Foods International, and that I would quickly become a valuable member of the team. In return, I recognize I would be given significant opportunities to learn and reach my full potential in a changing, dynamic environment. I look forward to discussing your program with you, and thank you in advance for your consideration.

Sincerely,



Morris Green



# Grant Wray

(204) 458-9856  
[gwrap@umanitoba.ca](mailto:gwrap@umanitoba.ca)

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November 12, 20\_\_

Investors Group  
Human Resources Department  
One Canada Centre  
447 Portage Avenue  
Winnipeg, Manitoba R3C 3B6

## **Re: Financial Analyst (Summer) Position**

Enclosed is my resume in response to your need for a Financial Analyst which I saw posted at the University of Manitoba's Asper School of Business. I will graduate in May 20\_\_ with a Bachelor of Commerce (Honours) Degree majoring in Finance and Accounting, and I was very excited to learn about this opportunity to apply my academic training in a practical setting.

In addition to my academic qualifications, I offer:

- Experience working with Access databases, development and analysis of quantitative data using Excel, as well as a high comfort level with Microsoft PowerPoint and AS 400 customer management systems
- Excellent communication, client management and interpersonal skills gained from successful part-time experience as a Broker's Assistant
- Strong understanding of finance markets; able to research and interpret financial statements and reports and provide synthesized information to managers and clients
- Well-developed analytical skills with a natural ability to pay attention to detail; effective at developing presentations

I am known as a team player that puts in whatever effort is necessary to accomplish goals. In addition, I have received several academic awards, which is a further testament to my work ethic and my determination. My experience working as a Broker's Assistant for ABC Company has given me the opportunity to interact with members of the Sales and Marketing team and to appreciate the importance of providing timely, accurate information to support their work.

I would like to meet with you to expand on my qualifications and to discuss how I can contribute to Investors Group this summer. Thank you for your consideration.

Sincerely,



Grant Wray



# Julie Grant

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January 26, 20\_\_

ABC Transport Company  
Winnipeg, Manitoba

## **Re: Manager in Training (M.I.S. major)**

I attended the ABC Transport Company's Information Session at the Asper School of Business and was impressed with the continued success and growth of your organization. Winnipeg is uniquely positioned at the heart of the continent to be a leader in the logistics field, and ABC Transport's commitment to expanding its market share make the position of Manager in Training of immediate interest to me.

I will be completing my Bachelor of Commerce (Honours) degree with a major in Management Information Systems in the spring and the opportunity to be a contributing member of your Management team is of great interest to me. My management courses have involved class participation, group work, and presentations. In particular, my coursework in supply chain management and logistics, as well as MIS, has exposed me to the current best practices used by leading transportation companies today.

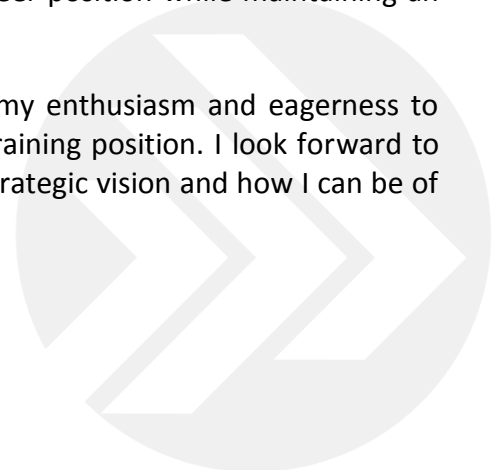
My leadership role in the University of Manitoba Supply Chain Organization (UMSCO) plus over four years of customer service experience has given me the interpersonal, verbal and written communication skills necessary to function successfully in a competitive business environment. I possess sound analytical skills with the demonstrated ability to problem solve to achieve positive outcomes. As proof of my strong organizational skills and ability to meet goals, I have been able to juggle school with a part time job and an on-going volunteer position while maintaining an above average grade point average.

I believe my education and work experience, coupled with my enthusiasm and eagerness to learn, make me an excellent candidate for the Manager in Training position. I look forward to meeting you in person to discuss ABC Transport Company's strategic vision and how I can be of value to your team. Thank you for your consideration.

Regards,



Julie Grant



# TOM BLACK, BCOMM

(204) 487-9852 | [linkedin.com/black](https://www.linkedin.com/in/black) | [tblack@umanitoba.ca](mailto:tblack@umanitoba.ca)

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September 4, 20\_\_

Mr. Blake Grant  
PwC  
375 Broadway Ave  
Winnipeg MB R3T 7Y4

Dear Mr. Grant:

Congratulations on once again being named to Canada's Top 100 Employers! PwC's ongoing commitment to employee development, social and community initiatives, and sustainability make me extraordinarily keen to begin my career as a CPA student with your firm.

I am a recent Bachelor of Commerce (Honours) Degree graduate from the University of Manitoba's Asper School of Business, with majors in Accounting and Finance. As a co-op student, I had the opportunity to gain experience in the accounting field over the last two years, working as an Accounting Analyst and a Payroll Coordinator. I have prepared numerous invoices, assisted with administering payroll, processed A/R and A/P invoices and payments, prepared general ledgers and reconciled various accounts while being exposed to IFRS.

I am a determined hard worker; able to work well both individually, as well as in team settings, with little supervision or guidance. Recognized for being enthusiastic and open to tackling challenges, I enjoy learning new skills and meeting new people. I have strong interpersonal and communication skills, developed through my active involvement with the Commerce Students Association. I demonstrate strong organizational and time management skills, used to balance two part time jobs while attending university full time.

My accounting and finance courses, coupled with my bookkeeping and customer service experience, have reinforced my decision to pursue a career in accounting. Bases on my previous experience and research of similar positions, my salary expectations are \$37,000-\$41,000. I am open to discussing this and learning more about your total compensation. I would welcome the opportunity to work with, and learn from, your remarkably accomplished team of professionals. I am confident that I have the focus, drive and motivation to become a successful Chartered Professional Accountant and I would be thrilled to be a part of the PwC team. Thank you for your time and consideration and I hope to hear from you soon.

Sincerely,



Tom Black

# Jane Patterson, BComm.

(204) 458-9856

[Jane.Patterson@yahoo.ca](mailto:Jane.Patterson@yahoo.ca) [Linkedin/com/janepatterson](https://www.linkedin.com/company/janepatterson)

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May 28, 20\_\_

Ms. Diane Johannson  
Director of Marketing  
International Division - Abacus Company

Dear Ms. Johannson:

As a recent Bachelor of Commerce (Honours) graduate, with majors in marketing and international business, the opportunity to work within your award winning marketing department would be a dream come true. My university grades show a strong understanding of the theory and fundamentals of management and a keen interest and aptitude for a career in marketing.

I have experience in both marketing and management. I obtained marketing experience while working at the Human Resource Centre for Students. In this position I was responsible for promoting the Centre within the community through advertising, event planning and personal contact with employers. I was very involved in marketing through the University of Manitoba Marketing Association, a well-established student group at the Asper School of Business. As Vice-President of the University of Manitoba Marketing Association, I organized and planned a 2-day marketing conference involving students and marketing professionals from a variety of industries and sectors. I selected the guest speaker and planned the theme for the conference, secured sponsorship, negotiated an agreement with a hotel, planned all social events and delegated tasks to a committee of 8 key members. This student run marketing conference was a high profile event funded in part by the Manitoba business community, and attended by over 150 participants.

I am experienced in various other aspects of management including HR Management and client relationship building. I was a manager at a McDonald's Restaurant for five years, and was responsible for the effective operation of the restaurant, and the control of staff and production. My management experience also extends to counseling and mediation. As Resident Assistant at the University of Manitoba, I planned activities for 12 residents, recognized potential problems, and provided guidance and support.

I welcome the opportunity to speak to you further about my keen interest in a marketing role with your company. I believe I will be able to enrich your team at Abacus. I relish a role that will provide me with the opportunity to grow, while learning from your dynamic and experienced marketing team. I sincerely look forward to discussing this opportunity with you in person.

With respect,



Jane Patterson