

Dickinson

ADVISING, INTERNSHIPS & CAREER CENTER

Student Guide

COVER LETTERS



WWW.DICKINSON.EDU/CAREER

THE ADVISING, INTERNSHIPS & CAREER CENTER aims to ensure students make the most of their Dickinson experiences and learn how to best draw on those experiences after graduation. The center will help students identify and pursue their authentic interests and simultaneously deepen students' understanding that a liberal-arts education is also powerfully career enhancing.

WHAT YOU CAN EXPECT FROM US:

- Dedicated and experienced professionals who will help you develop a plan of action regarding your career goals.
- Access to career information resources, assessments, résumé and cover letter guidance, interview tips, networking opportunities, programs and information sessions, and year-round job and internship listings, among other things.

WHAT WE EXPECT FROM YOU:

- Start early and actively engage in the process.
- Utilize resources and attend programs.
- Ask questions!

Table of Contents

COVER LETTERS	PAGE 2
APPLYING TO POSITIONS	PAGE 3
EXAMPLE JOB DESCRIPTIONS AND CORRESPONDING COVER LETTERS	PAGE 4

Cover Letters

A COVER LETTER INTRODUCES A RÉSUMÉ, AND SHOULD BE INCLUDED WITH EVERY RÉSUMÉ YOU SEND, REGARDLESS OF WHETHER OR NOT IT IS FORMALLY REQUIRED AS PART OF THE APPLICATION MATERIALS.

This document is a clear indication of a person's writing abilities, as well as an opportunity to convey enthusiasm for the position and organization.

The cover letter is a chance to highlight the experiences and skills that you want a potential employer to notice. This is also the time to connect a set of experiences and skills to a position that may not be directly related to what is on your résumé. It provides the reader with a sense of your writing style and your ability to focus.

The opening paragraph of your cover letter should clearly state who you are and why you are writing. Make sure to include the position title, if you are applying for a specific position, and the organization's name. When inquiring about opportunities, be sure to state what kind of opportunities interest you. If you heard about this opportunity from a specific individual, make sure to state his/her name.

When preparing to write the body of your cover letter, be sure to read the qualifications section of the job announcement. This section should highlight how your personal attributes and skills will interest the reader. This is not the place to simply rewrite explanations already provided by your résumé, but rather to elaborate on them. Focus on the most relevant experiences from internships, jobs, activities and coursework, as they align with the skills that the employer is seeking.

Your interest in the industry, the organization to which you are applying, and the position you are seeking should be a central theme to your cover letter. Do not be generic—this is the opportunity to show your understanding of the organization and position. In the closing paragraph reiterate your interest in the position and focus on the next steps in the application process.

The importance of proofreading your cover letter before sending it to possible employers cannot be overstated. You can do this during drop-in hours, or by scheduling an appointment with a Career Counselor.

EMAILING COVER LETTERS

Most employers will prefer to receive application materials via email. If this is the case, you should write an abbreviated version of your cover letter in the text of the email.

The email cover letter should be professional, but brief. Use the same guidelines for content as you would use for a standard cover letter. Mention in the email that you have attached a full version of your cover letter, as well as your résumé. The names of the attached documents should include your first and last name, as well as what the document is, for example "John Smith Cover Letter." The cover letter you attach to the email should be a .PDF, to ensure the format of your document stays intact when the attachment is opened by the employer.

Use spell-check, but do not rely on it. Proofread your email... twice! You should also proofread to be sure that what you wrote flows, makes sense and that your tone is appropriate. (Tone of an email can be easily misinterpreted.) Follow professional email etiquette, which includes capitalizing the first letter of each sentence, not writing in all capital or all lower case letters, using proper punctuation, avoiding emoticons and phonetic spelling such as "ur" for "you are."

Applying to Open Positions

EMPLOYERS WILL USUALLY ONLY SPEND A FEW SECONDS DECIDING IF YOU ARE A GOOD ENOUGH FIT FOR A JOB to warrant a more thorough review of your résumé and cover letter, so you need to make sure that it is immediately obvious that you have many of the skills, experiences and qualities that they value most highly. It's also important to focus on your most relevant skills and strengths to the job description when writing résumés and cover letters. The closer your match to the position, the better your chances of job search success.

ANALYZE THE JOB LISTING

Job postings are typically broken out into several sections. Expect to see information about the company, details on the desired qualifications of applicants and a description of the responsibilities involved in the role. Some are brief, while others include more details about the job and the company.

Take the time to review the job posting, so you are familiar with what the employer wants. Use the information that you glean from the job description to craft your cover letter so that it shows your most transferable skills and experience.

MAKE A LIST

If the job is a good match, the next step is to make a connection between your skills and the employer's requirements by creating a list of the preferred qualifications for the ideal candidate for your target job. If a job advertisement is well written and detailed, you might be able to assemble much of your list right from the ad. Extract any of the keywords describing skills, qualities

or experiences which the employer has listed as required or preferred. Also, review the job duties and make some assumptions about the qualifications needed to carry out those duties. For example, if the ad mentions that you would organize fundraising events for potential donors, you can assume that event planning skills would be highly valued and should be added to your list.

GET MORE INFORMATION

Sometimes ads for jobs are very short and don't reveal much about the employer's expectations. Try looking on the company's website, since there might be a longer description in the human resources section of their site than in the ad you saw. Another strategy is to search job sites by the same job title to get a sense of what other employers are looking for in candidates.

If you are really motivated to land a particular job, interview professionals in the field or at that organization and ask them what it takes to excel in their job. Reach out to Dickinson alumni to generate a list of contacts for these consultations.



● SAMPLE 1**JOB DESCRIPTION**

**Reading is FUNdamental (RIF) – Volunteer
Pittsburgh, PA**

Reading Is FUNdamental (RIF) Pittsburgh is looking for a dynamic, results-driven individual who is passionate about education, youth, and the nonprofit sector to join our team for the summer term.

Volunteers will work closely with our entire team to coordinate and manage projects that are making real and meaningful impact on the children in our community. This is a great opportunity for individuals who wish to work directly with children and to be exposed to the daily operations of a nonprofit organization, including fundraising.

Responsibilities:

- Assist with RIF Pittsburgh programming and outreach activities
- Support and attend evening and weekend community events and festivals
- Provide onsite support to our Storymobiles, Everybody Wins!, and Books for Keeps programs
- Support fundraising initiatives, with a focus on individual giving
- Conduct research on new fundraising opportunities
- Assist in the development of mailings and donor communications
- Assist updating and maintaining fundraising databases

Qualifications:

- A positive attitude and passion for our mission
- Strong written and verbal communication skills
- Strong computer skills, including Microsoft Office Suite
- Experience working with children a plus
- Experience working with donor software a plus

All volunteers will be required to obtain PA Child Abuse, Criminal Record Check, and FBI clearance.

To apply: Please send a résumé and cover letter to: info@rifpittsburgh.org

● SAMPLE 1

COVER LETTER

Reading is FUNdamental
10 Children's Way #300
Pittsburgh, PA 15212

April 17, 2018

3003 Mayfield Way
Pittsburgh, PA 15217

! Use the same font style and size as in your résumé—between 10pt and 12pt. One inch margins are preferable. Your cover letter should be one page, with some empty space. If it is too long or too dense, you run the risk of it not being read.

Dear Hiring Manager:

Reading has always been important to me. I was a classic bookworm in elementary school and could spend hours hanging out at the library. In high school, I realized that not everyone had the kind of support for reading and access to books that I did, and I saw the difference this made in terms of academic achievement. Now, as a current Dickinson College student, I am firmly committed to the idea that reading is fundamental to learning and that providing access to books at a young age can contribute to breaking the cycle of poverty. For these reasons, I am pleased to be applying for the Reading is FUNdamental volunteer position you have available for this summer.

I am an undeclared major at Dickinson, but am actively considering English, Education or Psychology as areas of study. I would enjoy working with an organization where the mission involves helping children become lifelong readers. I have babysat for years and taught swim lessons in the summer, so I have experience working with children. I also like interacting with the public, as evidenced by my jobs in food service and lifeguarding, and I feel comfortable taking initiative and responsibility. I would enjoy direct contact with children and their families through programming.

In addition, I would like to learn more about how a nonprofit organization functions, including administration and fundraising. My computer skills are strong: I've used Microsoft Word and Excel in many of my classes and have had to teach myself new technology before, so learning donor software is something that I feel confident in doing. I'm motivated to enhance my skills this summer and my approach to new experiences is to have a positive attitude and eager disposition.

Finally, I did some volunteer work in the local schools this year, so I do have my clearances and can provide you with that documentation when required. I would be very interested in the Reading is FUNdamental volunteer position and hope that you will consider my application favorably.

Sincerely,

Nora Tagert
Nora Tagert

! To avoid cluttered writing, strip sentences to their cleanest components and remove all words that serve no purpose. Examine every sentence to determine if it is adding value and promoting your skills; remove those that are not contributing or are redundant.

■ SAMPLE 2**JOB DESCRIPTION****Godiva Chocolatier – Junior Financial Analyst-Intern
New York, NY**

Godiva is broadly recognized as the worldwide leader in super premium chocolates, through over 600 retail stores, 40,000 points of sale and over 800 Travel retail points of sale in more than 80 countries. Godiva's commitment to excellence is also apparent in its Gold Ballotin Collection and seasonal packaging which have earned Godiva a global reputation for design excellence. Godiva manufactures and markets a broad portfolio of indulgent products, including boxed premium chocolates, small chocolate treats, dipped fruit, biscuits/cookies, coffee/cocoa, blended chilled beverages and other premium chocolate products all bearing the Godiva name. Godiva has recently taken meaningful and successful steps to broaden its portfolio beyond chocolate gifting into the high growth, self-consumption and home entertainment/sharing segments of the marketplace across the Globe. Godiva products are manufactured in Brussels, Belgium and Reading, PA and select co-manufacturing locations globally. The company has approximately 5,000 employees around the world. The Junior Financial Analyst-Intern is responsible for supporting Retail Finance This channel alone is responsible for delivering over half of Godiva's North American sales.

Responsibilities

- Support the coordination, analysis, preparation, and presentation of strategic plans, annual operating plans, and forecast updates for the Retail business. Implement processes to improve Sales forecast accuracy.
- Provide analysis of expense trends and identify cost reduction opportunities. Support the implementation of process improvements that lead to more efficient payroll budgeting.
- Perform analysis of the drivers of Retail growth (internal and external). Develop recommendations to maximize sales growth opportunities.
- Analyze monthly financial results of the Retail business and review conclusions with operating management.
- Work closely with the Senior Analyst, Retail Finance to penetrate a variety of data systems and processes to provide much greater insight into Retail growth trends through analysis of key drivers (Transactions, average sale, product lines, store formats, etc.).

Qualifications

- Minimum education: Junior or Senior majoring in business or related major.
- Strong Microsoft Office skills, especially Excel; experience with Hyperion is a plus.
- Strong attention to detail & accuracy.
- Excellent analytical skills (particularly financial modeling and investment analysis skills).
- Exceptional verbal and written communication skills.
- Maturity and poise (able to interact with executives and senior management)
- Ability to work independently.
- Ability to take a "hand-on" approach to problem solving and success in working in a team environment.
- Creative problem solver – Ability to analyze problems and find new and efficient ways to resolve and improve processes/systems.
- Individual must be able to contribute as a member of a cross-functional team.

Godiva appreciates your interest and consideration of our company. Please submit your application materials to the Godiva corporate office at humanresources@godiva.com

■ SAMPLE 2

COVER LETTER

Dickinson College/HUB Box 0123
5 N. College Street
Carlisle, PA 17013

November 15, 2018

Godiva Chocolatier – Corporate Office
333 W. 34th Street
New York, NY 10001



If you are unsure of the contact person's name, call the organization to find out. If you are unable to get this information, address the letter to Recruiting Manager, Hiring Manager, or Internship Coordinator. Do not address it "To Whom it May Concern."

Dear Internship Coordinator:

Having recently completed an investment advisory internship with Oakmont Capital Management in Pittsburgh, PA, I am looking forward to broadening my financial experience with an internship in retail finance. As I was researching opportunities for the spring of 2019, the Junior Financial Analyst internship at Godiva Chocolatier caught my eye.

As an International Business & Management major at Dickinson College, I have taken courses such as *Global Economy*, *Marketing in a Global Context*, and *Finance*, which have provided a solid understanding of global business practices. Next semester, as part of the Dickinson in New York program, I am excited to be studying at the Baruch College Zicklin School of Business, where I will augment the business curriculum at Dickinson by taking additional business and finance courses. In addition to time spent studying at the business school, I am seeking a spring semester internship to enhance what I am learning in the classroom. The qualifications listed below outline how I could be successful in the Junior Financial Analyst internship at Godiva Chocolatier:

- Well-developed *analytical skills* acquired through both an internship at Oakmont Capital Management, and as a member of the Student Investment Group at Dickinson College
- Excellent *written and verbal communication skills* developed throughout the course of Dickinson College's liberal arts curriculum
- Ability to work as a member of a team, as evidenced by success in both the Student Investment Group, and in my role as a Resident Advisor for Dickinson College
- Keen *attention to detail*, developed by grading assignments as a TA for the Dickinson Economics Department and overseeing the investment webpage for Dickinson's Office of Finance and Administration

In addition to these qualifications, I have an exceptional work ethic. I am excited to learn, willing to work hard, and eager to contribute. I am confident I would be an excellent addition to the Godiva Chocolatier team, and look forward to the prospect of further discussing my qualifications with you.

Thank you for your consideration.

Sincerely,
John Dickinson
123-456-7890
john@dickinson.edu



Rewriting is an essential part of developing a strong cover letter. Give yourself time to have your cover letter reviewed and make revisions.

◆ SAMPLE 3**JOB DESCRIPTION****Ogilvy & Social.Lab – Social Media Coordinator
New York, NY**

Ogilvy & Social.Lab applies Direct Marketing principles to Social Media. We leverage the reach and targeting power of social platforms through proprietary processes, methodologies and tools to make social content more relevant/more engaging, insure it gets traction, and assure it drives results—from awareness to sales. In the US, we strengthen Ogilvy with in-depth social platform expertise in Consumer engagement (including audience development, awareness & impact campaign), social CRM campaigns, and Social Performance campaigns.

Responsibilities

- Finalize and execute the blueprint of a campaign on social platforms (Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest). Blueprints include campaign structure, bidding strategy, detailed versioning per segment, integration of A/B testing of artwork, copy or call to action and planning of the test to run.
- Set up campaign on PMD platform of choice including: credit validation, media allocation, tracking performance and optimization, detailed planning of the campaign (week, day, hour, frequency) and tagging rules.
- Implement a pool of unique targeting mixing:
 - Relevant targeting options offered by each platform
 - Ad-hoc targeting he designs
 - Custom targeting based on tagging (website, app, mobile app,...) or database.
- Execute quality check of the creative assets and when relevant manage the approval of these assets.
- Identify the variables that can be optimized and execute optimization.
- Aggregate results and prepare weekly summary and key learnings.
- Prepare potential recommendations to Social Strategists based on social media analytics.

Qualifications

- 1-3 years' experience in social campaign management.
- Understanding of social platforms ecosystems formats, targeting options, tracking tool, and reporting.
- Awareness of pop-culture and the relationship to social campaigns
- Expert in optimization of ongoing social campaigns on Facebook and Twitter through PMD platforms.
- Proven ability to independently manage multiple priorities in a fast paced and deadline driven environment.
- Candidate must have spreadsheet capabilities; can build detailed business reporting
- Demonstrate a proven track record of social campaign management that produced positive business results.
- Previous experience in paid social agency preferred

To apply: Submit materials to Silvia Masters, Director of Media Design at masterss@ogilvy.org

◆ **SAMPLE 3****COVER LETTER**

7847 Celesta Place
Mechanicsburg, PA 17014

February 18, 2018

Ogilvy & Social.Lab
11th Avenue, 636
New York, NY

! In your introductory paragraph, start with a catchy opening and make sure to include the position title and name of the organization.
• It helps to also include how you learned about the opportunity.

Dear Ms. Masters:

It became clear to me early on that pop culture significantly impacts consumer purchasing decisions. Abercrombie & Fitch was the “it fashion” that had fallen out of fashion by the time I had finally saved enough to purchase my first pair of jeans in 6th grade. I was beginning to realize that a popular brand that dominated the halls of Cumberland Valley Middle School was changing, and not due to their quality or fit, but because fashion had shifted away from muscle models to pale skinny hipsters after the Twilight phenomenon. It is this realization about pop culture’s impact on purchasing decisions that pushed me to attend Dickinson College and major in art and art history while completing two internships at HL Group and JPL Creative in brand marketing—and what is leading me to apply for the Social Media Coordinator position at Ogilvy & Social Lab.

Ogilvy & Social.Lab is known for being the top in brand innovation and strategy and I am excited about the opportunity to utilize my experience with consumer engagement through social media with some of the most well-respected brands in the world. Through my work with HL Group in their PR department I was continually challenged to generate content for clients through social media. I saw a 35% growth in Instagram followers at the end of my internship due to creative and innovative changes that were implemented during my time there. My internship experience coupled with my liberal arts degree in art helps me understand the bigger marketing picture and allows me to work social media into those strategies and create new online marketing campaigns that will excite clients about their marketing plans.

In addition to my creative eye, I have the business acumen to work independently and in a fast-paced environment. I am strong at creating innovative content, but also utilizing metrics and analytics to make business-based decisions. My experience at JPL Creative, a brand management agency in Harrisburg, PA, helped develop my ability to monitor and analyze online efforts to continually suggest new ways to attract prospective followers. I was responsible for tracking likes and follows of two different brands and evaluating social media traffic using *Hootsuite* and *TweetReach*, which broadened my analytical skills using industry software.

I have always been curious about the way culture has shaped brands and I am ready and excited to use my creative marketing experience, social media analytics and brand strategy knowledge to contribute to world renowned work being done at Ogilvy & Social.Lab. I would appreciate the opportunity to discuss my credentials with you. Please contact me at 717-585-0404 or biddlea@dickinson.edu. Thank you for your consideration.

Best,
Amelia R. Biddle

! Make sure your energy, enthusiasm and confidence come through in your writing.

★ SAMPLE 4**JOB DESCRIPTION****MDRC – Research Analyst
New York, NY**

MDRC, a premier nonprofit public policy research firm, is seeking a Research Analyst to join a multi-disciplinary team engaged in rigorous research on some of the most critical issues in public education. Our researchers are at the top of the field and work on multiple large-scale projects for a variety of funders, including the U.S. Department of Education, the New York City Department of Education, and The Bill and Melinda Gates Foundation, among many other private and public organizations seeking to build evidence and knowledge about important educational issues. Specifically, our work focuses on improving the educational opportunities and experiences of low-income populations—addressing such issues such as improving high school graduation and closing racial and economic achievement gaps.

Responsibilities:

MDRC seeks an individual who combines strong operations, implementation, and qualitative research skills. Knowledge and interest in social policy issues is also highly desirable. The position provides the successful candidate an opportunity to:

- Provide technical assistance and program-related support to service providers and nonprofit programs;
- Serve as liaison between selected sites and MDRC project directors;
- Develop operations and workstream management tools and qualitative data collection protocols;
- Monitor program planning, implementation, and operations in program locations;
- Travel to visit research sites in the field to conduct interviews and observations with a broad group of school and program staff, policymakers, and other key stakeholders;
- Manage the data work of research projects, including determining the timing of tasks and supervising junior staff members;
- Develop and manage relationships with research partners;
- Contribute to research reports and help disseminate results to policymakers, practitioners, and social scientists; and
- Be actively involved in various stages of research projects, from proposals to project design to analysis and reporting.

Qualifications:

Experience or knowledge and skills are required in conducting qualitative research and public policy analysis in a field. Bachelor's degree is required; advanced degree with social science or public policy background is preferred. Prospective candidates should possess the following requisite qualifications:

- Knowledge of field research and qualitative research techniques;
- Ability to work independently and handle multiple tasks simultaneously and meet deadlines;
- Ability to collaborate and work with diverse program teams;
- Excellent written and oral communication skills, interpersonal skills, and analytical skills;
- Demonstrated sensitivity to conducting research and providing operations support in diverse communities and the ability to relate to program management staff, site staff, community residents, and program clients; and
- Comfortable working in a team-oriented and fast-paced environment.

★ SAMPLE 4

COVER LETTER

123 Main Street
Mount Vernon, IA 52314

May 21, 2018

Ms. Jane Smith
MDRC
16 East 34th Street
New York, NY 10016



Read the job description thoroughly, and determine which qualifications you want to focus on in the cover letter. You should mention your relevant skills and qualifications, but also provide an anecdote for each. Then, connect your qualifications to the position.

Dear Ms. Smith:

As a recent graduate of Dickinson College, with a double major in Educational Studies and Policy Management, I am excited to apply what I have learned in the classroom and in prior research experiences to an educational policy research position. Throughout my time at Dickinson, in both of my majors, I studied and researched multiple issues in American education, including racial and economic achievement gaps. I was thrilled to learn that MDRC, which focuses on improving educational opportunities for low-income populations, is seeking a Research Assistant. My educational background, skills and experiences align well with the position and mission of the organization.

While at Dickinson, in addition to taking courses outlined in my résumé, such as *History of American Education*, *Policies Shaping American Education*, and *Contemporary Issues in American Education*, I participated in an academic mosaic on race and education. This mosaic included both an intensive academic component, as well as qualitative fieldwork in both Carlisle, PA and King William's Town, South Africa, where I conducted interviews of educators and policy makers on integration and equity in education. During this experience, I developed my research skills, gained a further understanding of the inequalities in education, and ultimately reinforced my career goal of working in educational policy.

The skills I developed during the race and education mosaic—qualitative research methods, excellent written and verbal communication, attention to detail, the ability to collaborate effectively as a member of a team, among others— were all further enhanced during subsequent research experiences. As an intern at the National Association of Federally Impacted Schools (NAFIS), I completed a research project on teacher training for schools on Native American reservations, which I presented at the spring NAFIS conference. I was also responsible for overseeing the logistics of the spring conference, which required excellent organization skills and attention to detail. Additionally, I spent my senior year at Dickinson conducting collaborative research with Professor Jane Smith of the Educational Studies Department on the common core rubric-based curriculum and how it impacts the academic achievement of elementary students.

My prior research experiences, and the skills I developed, provide a solid foundation for further work in educational policy research. I am particularly interested in focusing my research on improving educational opportunities for low-income populations, as that has been a central theme of my prior research. The work that MDRC does is extremely important, and I would be thrilled to contribute to the organization's efforts as a Research Assistant. Please feel free to contact me at harriette.cooke@gmail.com or 319-123-4567 if I can provide you with any additional information regarding my qualifications. Thank you for your consideration of my application.

Sincerely,
Harriette Cooke



In the closing paragraph, reiterate your interest in the position, and be sure to thank the reader for considering your application. You should also include your contact information in case your cover letter gets separated from your résumé. Finally, be sure to discuss next steps.

○ SAMPLE 5**JOB DESCRIPTION****Renier Pharmaceuticals – Sales Representative
WayneMawr, PA**

Start-up pharmaceutical company seeks two ambitious sales reps to join their growing company. Seeking candidates with 0-5 years of outside sales experience, preferably of a pharmaceutical product or medical device. Bachelor's degree required (preferably in the sciences with a research background but business experiences with pharmaceuticals may be acceptable). Company provides base salary and competitive bonuses along with benefits, company car, and full training. Please submit cover letter, résumé and references.

Responsibilities

- Complete three month training period followed by monthly continuing education classes
- Perform sales calls and related tasks to achieve related performance goals
- Demonstrate proficiency in prospecting and development of potential clients
- Promote positive team relationships and build communications amongst sales teams, clinical team, research & development teams, and operations staff
- Develop and maintain key knowledge of up-to-date research and pharmaceutical development to share with prospective and current clients as part of sales calls and goals in support of physician training and use of products in service to patients and clinical teams
- Maintain awareness of competitor's activities through review of industry and corporate information
- Establishes territory plans to ensure achievement of revenue and sales goals for current period (month, quarter and year) and longer term growth of the territory.

Qualifications

- Earned Bachelor's degree minimum
- Proven experience as a sales representative
- Demonstrated ability to build productive professional relationships along with capabilities to sell products and negotiate deals
- Familiarity with CRM practices
- Substantiated experience in managing corporate contracts and communicating updated processes and statistics to clients

Send application materials to: Human Resources Pharmaceutical Recruiter, Renier Pharmaceuticals, University Avenue Incubator, PO Box 00000, Suite 2000, WayneMawr, PA 19000

○ SAMPLE 5**COVER LETTER****CASI SCIENCE**

717-440-0088 • sciencec@dickinson.edu

February 1, 2018

Human Resources Pharmaceutical Recruiter
Renier Pharmaceuticals
University Avenue Incubator
PO Box 00000, Suite 2000
WayneMawr, PA 19000

! Think about why you are applying to the position. What is it about the organization and position that appeals to you? Answering this question in your letter will help you make a connection.

Dear Human Resources Pharmaceutical Recruiter,

During my Biochemistry class at Dickinson College, we visited Renier Pharmaceuticals offices and labs in WayneMawr, PA. At one seminar, DJ Sils talked about his undergraduate experiences and described how he had interned in both research and logistics departments to earn his first job as a pharmaceutical sales representative. Mr. Sils talk caught my attention when he shared that entering the sales field offers the opportunity to connect with clients. I am very interested in a position that requires strong customer service skills and a solid background in science. Therefore, I am excited to apply for one of the Sales Rep positions Renier is advertising on LinkedIn.

My combined internship experiences at ABC Pharmaceutical Company and Preliminary Pharmaceutical Corporation have helped me to grow the confidence and skills needed to succeed in this role at Renier. Working with clients at Preliminary Pharmaceutical Corporation to ensure successful pharmaceutical shipments prepared me to work with a team and analyze information. Learning about materials and processes in the pharmaceutical industry allowed me to convey product data to customers. In preparation for interaction with clientele, my supervisors guided me in studying and analyzing competitors, their products, and relevant practices to improve operations and develop client interactions.

As an intern at Preliminary Pharmaceutical Corporation, I persuaded buyers to utilize transport tools that would benefit their companies while increasing revenues for Preliminary. Following reports of conversations with clients, my supervisor was pleased with my negotiations and the results. She indicated that these experiences would greatly benefit my transition into a sales representative role in the future.

Thanks to internship experiences and the chemical knowledge gained in the lab courses as a Chemistry major at Dickinson College, my background includes the skills that Renier Pharmaceuticals seeks in a Sales Rep to build your growing company. I hope to speak with you about the ways that we can move forward together as the company continues to grow to serve clients across the country. Thank you in advance for considering my qualifications.

Sincerely,
Casi Science

! Before you begin writing, organize your thoughts and determine what skills, experiences, and academic information you want to focus on.

❖ SAMPLE 6**JOB DESCRIPTION****Aecom Technology Corporation – Staff Scientist
Morrisville, PA**

At AECOM, we believe infrastructure creates opportunity for everyone. Whether it's improving your commute, keeping the lights on, providing access to clean water, or transforming skylines, our work helps people and communities thrive. We take on the most complex challenges and pioneer innovative, iconic solutions that push the limits of what's possible – the world's longest cable-stayed bridge, record-breaking sports events, the largest greenfield port development mega project, life-sustaining disaster recovery programs, and the tallest tower in the Western Hemisphere. On projects spanning transportation, buildings, water, energy and the environment, we deliver professional services throughout the project lifecycle.

The responsibilities of this position include, but are not limited to:

- Provide broad technical support to impact assessment and permitting projects. Activities could include NEPA documentation, field surveys (wetlands, threatened and endangered species, cultural resources, etc.)
- Collect and enter data, and prepare technical reports
- Interpret and record data, conduct research and analyses, compare findings to relevant studies and local, state and federal regulations
- Support environmental permit application preparation
- May support field sampling and survey activities
- Monitoring construction activities for compliance with environmental plans, permits, and regulations

Minimum Requirements:

- Bachelor's Degree in Environmental Sciences or related field
- Valid Driver's License
- Required Travel up to 25%

Preferred Requirements:

- Provide broad technical support to impact assessment and permitting projects. Activities could include NEPA documentation, field surveys (wetlands, threatened and endangered species, cultural resources, etc.)
- Knowledge of state and federal environmental regulations (e.g., Clean Water Act, federal and state Endangered Species Acts, CEQA, NEPA).
- Strong research and analytical abilities
- Excellent written and verbal communication skills

Email your documents to ATC.Staff@Aecom.com

❖ SAMPLE 6**COVER LETTER**

7 North King St.
Harrisburg, PA

August 9, 2021

Aecom Technology Corporation
1999 Avenue of the Stars
Los Angeles, CA 90067

Dear Hiring Committee,

Innovation is what separates organizations that make minuscule and fleeting impacts on society and those that make a lasting sustainable impact. When my college professor Dr. Olivia Hunte sent me this position, I was immediately drawn to the Aecom Technology Corporation mission of tackling complex challenges and pioneering innovation. Upon further research I became intrigued by your project portfolio and societal impact and it is with excitement and intention that I apply for the position of Staff Scientist.

As an Environmental Scientist Intern at GEI Consultants I worked on projects that allowed me to hone my research and fieldwork skills. One of my main assignments was assisting our lead researcher with analyzing a community well. I was tasked with collecting, analyzing, and entering data from our site and preparing a technical report to communicate my findings. My report helped to identify contaminants in the water that we were able to treat and the well now safely serves 125 community members. In addition to this experience the qualifications listed below outline how I could be successful as a Staff Scientist at Aecom Technology Corporation.

- Excellent attention to detail, refined through my record keeping and professional development as an Environmental Organizing intern at Common Energy.
- A history of accuracy in reporting and collecting field samples.
- A keen understanding of state and federal compliance laws around construction especially regarding permits and regulations.
- Dynamic verbal and written communication skills developed and fine-tuned during my tenure at Dickinson College.

I am confident that my passion for innovation paired with my relevant skills, and work ethic make me an ideal candidate for your organization. I would be very interested in discussing my qualifications with you further and can be reached by email at lewisj@dickinson.edu or by phone at 717-119-8971. I look forward to connecting with you soon.

With gratitude,

Jamaal Theodore Lewis

🎯 SAMPLE 7**JOB DESCRIPTION****PayPal – Data Analyst Intern****Remote**

Fueled by a fundamental belief that having access to financial services creates opportunity, PayPal (NASDAQ: PYPL) is committed to democratizing financial services and empowering people and businesses to join and thrive in the global economy. Our open digital payments platform gives PayPal's 286 million active account holders the confidence to connect and transact in new and powerful ways, whether they are online, on a mobile device, in an app, or in person. At PayPal, we're literally reinventing how the world pays and gets paid. We understand that it's about people. We connect individuals to let them shop, get paid, donate and send money using today's technology with the confidence that comes from the security and control PayPal enables. Are you ready to help us change the world?

Responsibilities

Understand how to make data visually appealing and simple to both navigate and comprehend for end-users.

Aggregate data from various sources to construct streamlined data pipelines and integrate data from multiple PayPal systems.

Identify key metrics and build exec-facing dashboards to track progress of the business and its highest priority initiatives.

Identify key business levers, establish cause & effect, perform analyses, and communicate key findings to various stakeholders to facilitate data driven decision-making.

Work closely across the matrix with teams like Finance, Marketing, Product, Engineering, and senior executives.

Qualifications

Must be earning a Bachelor's or Master's degree in Computer Science, Math, Statistics or related field

Experience with one or multiple of the following will be highly desirable; Python, Java, Tableau, Jupyter Notebooks, Teradata, Hadoop/Hive, Oracle, JavaScript, SQL, Airflow, Linux, Perl, PHP

Excellent understanding of computer science fundamentals, data structures, and algorithms

Demonstrated experience, familiarity and ease with handling large data sets and crunching numbers

Information Retrieval (search/recommendation/classification) experience or Human Judgment/User Interface experience

Strong written and verbal communication skills with the ability to translate complex problems into simpler terms, and effectively influence both peers and senior leadership

PayPal appreciates your interest and consideration of our organization. Please submit your application materials by email to Internship Coordinator Janiya Leonard at Internshipcoordinator@PayPal.com

🌟 SAMPLE 7**COVER LETTER**

Dickinson College
4 N. College St.
Carlisle, PA 17013

August 10, 2021

PayPal Corporate Office
2211 North First Street
San Jose, California 95131

Dear Janiya Leonard:

Numbers have always fascinated me. My interest in formulas and numbers led to me developing an admiration for data and more specifically, data analysis. Now, as a current Dickinson College student, I can combine my love for formulas, numbers, and data in my studies as a Data Analytics major. I am excited about the opportunity to bring my passion, understanding of data structures, and self-starter attitude to PayPal as a Data Analyst Intern.

In my role as a Market Research Intern at WKRT Universal, it was my responsibility to review feedback and notes from the leadership team. The team consisted of 10 professionals and biweekly I would compile and review their notes on team progress, challenges, and success. I would then create executive-facing presentations to show the biggest opportunities for the organization and our most successful programs. This process involved compiling and organizing information and identifying cause and effect and communicating those findings effectively. This experience solidified my confidence in my public speaking abilities and allowed me to utilize my skill for data collection in a business setting.

In addition to my presentation and data collection skills, I have working knowledge of SQL and Python. In my Data and Analysis Internship at National Resources Defense Council, I utilized both SQL and Python weekly to complete projects. I used SQL to retrieve, clean, and organize data related to defense practices and procedures. In the delivery of the material, I was tasked with engagingly portraying the information. I utilized the system Python to create a private website that organizational leadership could access that would convey the information to them in an interesting and new way. My project won an award for creativity and clarity and increased leadership engagement with intern projects by 28%.

My prior internship experience, and the skills that I have honed as a student at Dickinson College, have provided me with the tools that I need to be a successful intern at PayPal. The work that PayPal is doing to empower people to join and thrive in the global market aligns with my ethos and I would be honored to contribute to the organization's mission. I would love the opportunity to discuss my skills and qualifications further and can be reached by email at reynolds@ Dickinson.edu or by phone at 202-549-7865. Thank you in advance for your time and consideration.

Sincerely,

Sarah Reynolds

Dickinson

Advising, Internships & Career Center