**HIRE ME! ACADEMY OVERVIEW:**

Two-day intensive series geared toward supporting Aggies in becoming job search pros

Aggies are welcome to attend all workshops/events/sessions, or simply pick and choose

All workshops/sessions in Zoom

RSVP in Handshake to reserve a spot & receive Zoom meeting details

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**TODAY, JUNE 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>LAUNCH AN EFFECTIVE JOB SEARCH</td>
</tr>
<tr>
<td>10:10 AM</td>
<td>GET YOUR RESUME NOTICED</td>
</tr>
<tr>
<td><strong>11:20 AM</strong></td>
<td>KEYS TO WRITING A WINNING COVER LETTER</td>
</tr>
<tr>
<td>1:20 PM</td>
<td>HACKING THE HIDDEN JOB MARKET</td>
</tr>
<tr>
<td>2:30-4:00 PM</td>
<td>RESUME &amp; COVER LETTER REVIEW</td>
</tr>
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**TOMORROW, JUNE 17**

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<tr>
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<tbody>
<tr>
<td>9:00 AM</td>
<td>ACE THE INTERVIEW</td>
</tr>
<tr>
<td>10:10 AM</td>
<td>VIDEO INTERVIEW IN ACTION!</td>
</tr>
<tr>
<td>11:20 AM</td>
<td>NEGOTIATING AN OFFER</td>
</tr>
<tr>
<td>1:20 PM</td>
<td>ASK A RECRUITER PANEL</td>
</tr>
<tr>
<td>2:30-4:00 PM</td>
<td>LINKEDIN REVIEW</td>
</tr>
</tbody>
</table>
KEYS TO WRITING
A WINNING COVER LETTER

HIRE ME!
ACADEMY

530.752.2855 | icc.ucdavis.edu | South Hall
HOUSEKEEPING

Turn off video & mute audio

Check in! Ensure your name is displayed with your first & last name

Utilize chat feature to ask questions/leave comments

Complete workshop survey

Workshop slides will be uploaded to http://icc.ucdavis.edu/hire-me-academy.htm
WORKSHOP OVERVIEW

COVER LETTERS

OTHER PROFESSIONAL CORRESPONDENCE
- THANK YOU LETTERS
- FOLLOW-UP CORRESPONDENCE
COVER LETTERS—WHY WRITE ONE?

Introduce yourself to the organization & engage the search committee

Communicate your fit & vision

Demonstrate your writing skills
COVER LETTER STRUCTURE

1. HEADING
2. SALUTATION
3. INTRODUCTORY PARAGRAPH
4. MAIN PARAGRAPH(S)
5. CONCLUDING PARAGRAPH
6. CLOSING

Dana Guenick
202 Shields Ave.
Davis, CA 95616
(530) XXX-XXXX
dguenick@gmail.com

June 28, 2018

Bob Marley
Human Resources Department
National Public Radio
123 Government St.
Washington, DC 20301

Dear Mr. Marley:

I am very interested in the position posted on your website for the Public Media Relations Specialist. I am a recent graduate of the University of California, Davis with a Bachelor of Arts in Communications. The research I conducted during my time at UC Davis sparked my interest in the way that media is delivered through marketing and advertising. National Public Radio’s mission to create a more informed public resonates with me deeply and complements my passion for supporting high-quality journalistic programming.

I am confident that my marketing interest and experience, as well as leadership skills make me an excellent addition to the Public Relations Department Team. Through studying abroad, I viewed American culture from a different perspective and observed media models in other countries. This increased my interest in news delivery and how it helps to inform citizens. As a senior, I was elected to the position of Senator for the Associated Students of UC Davis, and rose to the challenge of representing the study body while shaping university-wide policy. In this role, I was responsible for creating marketing campaigns to further pertinent student causes and encourage participation in remonstrating against student fee increases. Finally, as a media relations intern at the local KDVS community radio station, I developed and implemented a social media marketing strategy. Through these experiences I learned the value of effective communication through all forms of media.

A combination of my enthusiasm, strategic marketing knowledge, and ability to effectively serve as a spokesperson has prepared me well for the Public and Media Relations Specialist position. I have attached my resume and a list of references for your review. I look forward to discussing my qualifications with you. I will contact you before June 30th to discuss my application. Thank you for your time and consideration.

Best Regards,
Dana Guenick
MATCH RESUME FONT & STYLE

STANDARD MARGINS (0.5-1 INCH), SAME ALL AROUND

ONE PAGE

3-5 PARAGRAPHS
SINGLE-SPACED WITH SPACE BETWEEN EACH PARAGRAPH
DON’T INDENT

COVER LETTER FORMATTING

Dawn Gurnock
301 Shields Ave,
Davis, CA 95616
(530) 900-4000
dgurnock@gmail.com

June 10, 2018

Bob Marley
Human Resources Department
National Public Radio
123 Government St.
Washington, DC 20001

Dear Mr. Marley:

I am very interested in the position posted on your website for the Public Media Relations Specialist. I am a recent graduate of the University of California, Davis with a Bachelor of Arts in Communications. The research I conducted during my time at UC Davis sparked my interest in the way that media is delivered through marketing and advertising. National Public Radio’s mission to create a more informed public resonates with me deeply and complements my passion for supporting high quality journalistic programming.

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Best Regards,

Dawn Gurnock
Dawn Gurnock

UC DAVIS
INTERNSHIP AND CAREER CENTER
COVER LETTER CONTENT:
THE HEADING

Davis Gunrock
301 Shields Ave,
Davis, CA 95616
(530) 752-8001
dgunrock@gmail.com

June 16, 2020

Bob Marley
Human Resources Department
National Public Radio
123 Government St.
Washington, DC 20301

YOUR CONTACT INFORMATION

DATE

EMPLOYER CONTACT INFORMATION
November 10, 2013

Bob Marley
Human Resources Department
National Public Radio
123 Government St.
Washington, DC 20301

Dear Mr. Marley,

I am very interested in the position posted on your website for the Public and Medial Relations Specialist. I am a recent graduate of the University of California, Davis with a bachelor’s of arts degree in Communications. More information.

Dear Mr. Marley:

Address Letter to a specific person when possible.

**POP QUIZ!**

Among the options below, which salutation is the last resort?

A. Dear Jane Smith:
B. Dear Hiring Manager:
C. To Whom it May Concern:
D. Dear Search Committee:

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COVER LETTER CONTENT:

SALUTATION
PREPARE TO WRITE YOUR LETTER

**Position title:** Public Media Relations Specialist

**Description:**
The Public Media Relations Specialist will serve as spokesperson to NPR. They will assist NPR in maintaining a positive image among the public.

**Duties include:**
- Compose media communications to promote NPR
- Establish and maintain collaborative relationships with community representatives, consumers, and colleagues
- Develop public relations strategies that will influence public opinion

**Minimum qualifications:**
- Bachelors degree in Communications, Marketing, Journalism, or related degree
- Ability to work well with a team
- Strong public speaking and written communication skills

**Preferred qualification(s):**
- 1-2 years of experience in marketing or PR

<table>
<thead>
<tr>
<th>Job Requirement/ Employer Need</th>
<th>Example of My Qualification</th>
</tr>
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<tbody>
<tr>
<td>Ability to work well/maintain collaborative relationships with others</td>
<td>Worked with ASUCD (even elected to be in leadership position) Group projects in classes</td>
</tr>
<tr>
<td>Develop public relations strategies that will influence public opinion</td>
<td>Created marketing campaign to influence campus policy Through social media marketing strategy (local KVDS community radio station)</td>
</tr>
<tr>
<td>Marketing experience</td>
<td>Created social media marketing strategy (local KVDS community radio station) Developed marketing campaigns (ASUCD)</td>
</tr>
<tr>
<td>Serve as spokesperson for NPR</td>
<td>Represented student body as ASUCD Senator</td>
</tr>
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</table>
COVER LETTER CONTENT:
INTRODUCTORY PARAGRAPH

BRIEFLY STATE:

▪ Position you are applying for

▪ How you found out about the position

▪ Why them?
  - Show that you took time to research the company; communicate enthusiasm

▪ Why you?
  - Your thesis statement!
INTRODUCTORY PARAGRAPH: THESIS STATEMENT

- Should be informed by:
  - Job posting + company research
  - Your 2-3 leading qualifications that make you a strong fit for position

- **EXAMPLE:** “I am confident that my X, Y, Z make me a strong candidate to successfully fulfill this position.”
I am interested in the position posted on your website for the Public Media Relations Specialist. I am a recent graduate of the University of California, Davis with a Bachelor of Arts in Communications. The research I conducted during my time at UC Davis sparked my interest in the way that media is delivered through marketing and advertising. National Public Radio’s mission to create a more informed public resonates with me deeply and compliments my passion for supporting high quality journalistic programming. I am confident that my marketing interest and experience, as well as leadership skills make me an excellent addition to the Public Relations Department Team.
COVER LETTER CONTENT: MAIN PARAGRAPH(S)

SHOW, DO NOT JUST TELL
- Provide examples to support your thesis statement

ARTICULATE HOW YOU CAN ADD VALUE TO THE PROSPECTIVE EMPLOYER
- Do NOT focus on how the job will benefit you
Through studying abroad, I viewed American culture from a different perspective and observed media models in other countries. This increased my interest in news delivery and how it helps to inform citizens. As a senior, I was elected to the position of Senator for the Associated Students of UC Davis, and rose to the challenge of representing the study body while shaping university-wide policy. In this role, I was responsible for creating marketing campaigns to further pertinent student causes and encourage participation in remonstrating against student fee increases. Finally, as a media relations intern at the local KDVS community radio station, I developed and implemented a social media marketing strategy. Through these experiences I learned the value of effective communication through all forms of media.
You may address a shortcoming (e.g., lack of a required qualification/skill, gap in employment) in your cover letter:

- Address this in a professional and positive way
- Provide a reason this will not be an issue if you are hired

Example: “Although I have not used Microsoft Office Access, I have a background of using specialized database systems and I am confident I can adapt to this software very quickly.”
COVER LETTER CONTENT:
CONCLUDING PARAGRAPH

- Restate your thesis
- Indicate your interest in an interview
  - EXAMPLE: “I look forward to discussing my qualifications with you further.”
- Thank audience for their time and consideration
EXAMPLE

CONCLUDING PARAGRAPH:

A combination of my enthusiasm, strategic marketing knowledge, and ability to effectively serve as a spokesperson has prepared me well for the Public and Media Relations Specialist position. I have attached my resume and a list of references for your review. I look forward to discussing my qualifications with you. Thank you for your time and consideration.
COVER LETTER CONTENT: CLOSING

Sincerely,

Davis Gunrock

Davis Gunrock

- 3-4 spaces between closing and typed name
- With paper copy, sign name in ink
- Optional: Use script-like font to simulate signature
COVER LETTER TIPS

Proofread, proofread, proofread!

When submitting application materials electronically, do so as PDF attachments.

For additional cover letter help:
- Refer to the ICC’s Career Resource Manual: https://icc.ucdavis.edu/services/crm
- Have it reviewed by an ICC career advisor or peer advisor
THANK YOU LETTER

Send a thank you letter/email to each person after an interview
- Ask for a business card from each person during the interview

Send **within 24** hours after the interview
THANK YOU LETTER FORMAT

ACCEPTABLE FORMATS:
- Email (formal language & tone)
- Hard-copy business letter sent via postal mail
- Hand-written note (formal, business tone)

HOW TO CHOOSE:
- Let the culture of the organization and your relationship with the interviewers be your guide
THANK YOU LETTER CONTENT

- BRIEFLY reiterate your assets & excitement about the position

- Clarify any information that you think might have been misunderstood during the interview, and include any forgotten points

- Avoid generic thank you messages; try to incorporate specifics
Dear Mr. Marley:

It was very enjoyable to speak with you about the assistant public relations specialist position at National Public Radio. The job, as you presented it, seems to be a very good match for my skills and interests. The creative approach to public relations that you described confirmed my desire to work with you.

In addition to my enthusiasm, I will bring to the position strong communication skills, assertiveness and the ability to encourage others to work cooperatively with clients and within the department. My artistic background will help me to work in NPR’s creative environment and provide me with an understanding of the cultural aspects of our work.

I understand your need for administrative support. My detail orientation and organizational skills will help to free you to deal with larger issues. I neglected to mention during my interview that I had worked for two summers as a temporary office worker. This experience helped me to develop my clerical skills.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you soon. Please let me know if I can provide any additional materials that may assist in the decision process.
Occasionally you won’t hear anything from the employer. Allow a reasonable amount of time before you follow up.

- **After submitting an application**, follow up about 1.5-2 weeks later
- **After an interview**, follow up 1 week after the date they stated they would have a decision ready
  - If no timeline for notification is provided, follow up 1-2 weeks after your interview
Quality Control Laboratory Assistant Position
dwarp@egplab.com

Dear Mr. Arp,

Thank you again for the time you spent with me on Friday, January 3rd to discuss the Quality Control Laboratory Assistant Position. Since our interview, I have remained very excited about this excellent opportunity. I know that my background as a Biotechnology major and my past experience as a Student Advisor in the Community Resource Center will make me an incredible asset to EGP Laboratories.

I wanted follow up to determine if there are any updates regarding the status of the position. Please let me know if I can provide any additional information to assist in the process.

I look forward to hearing from you.

Best Regards,

Patricia M. Raidt
pmraidt@ucdavis.edu
(530) XXX-XXXX
ANY QUESTIONS?

**Workshop Survey**
Tell us how we did at https://ucdavis.co1.qualtrics.com/jfe/form/SV_1TG TiWurlalcnNYN

**For this PowerPoint**
Visit: http://icc.ucdavis.edu/hire-me-academy.htm

**Stay Connected**
UC Davis Internship and Career Center
![Social media icons]

Appointments with Career Advisors available:
Visit https://ucdavis.joinhandshake.com/login
Join us for the next Hire Me! Academy workshop.

All workshops/sessions in Zoom.

RSVP in Handshake to reserve a spot & receive Zoom meeting details.

See you at the next one!

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<td>9:00 AM</td>
<td>Launch an Effective Job Search</td>
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<tr>
<td>10:10 AM</td>
<td>Get Your Resume Noticed</td>
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<td>Keys to Writing a Winning Cover Letter</td>
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<td>Ask a Recruiter Panel</td>
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