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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KEYS TO WRITING A WINNING COVER LETTER
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 interest & vision

Demonstrate your writing skills
COVER LETTER STRUCTURE

1. HEADING
2. GREETING
3. INTRODUCTORY PARAGRAPH
4. MAIN PARAGRAPH(S)
5. CONCLUDING PARAGRAPH
6. CLOSING
COVER LETTER FORMATTING

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

Dawn Gower, 325 Eureka Ave.
Iowa, CA 95616
(888) 808-4233
dgower@email.com

June 15, 2018

Rita Mercer
Human Resources Department
Regional Public Radio
825 Government St.
Washington, DC 20058

 Dear Ms. Mercer,

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. Regional 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 and communication skills, as well as my leadership skills, make me an excellent addition to the Public Relations Department. Through developing and managing a digital and traditional media strategy, I was able to increase listenership by 10% in one year. My experience in managing social media campaigns, developing press releases, and working with local organizations has helped me build strong relationships with stakeholders.

A combination of my enthusiasm for strategic marketing, knowledge of social media, and ability to connect with a diverse audience has prepared me well for this position. I have attached my resume and a list of references for your review. I look forward to further discussing my qualifications with you. I can be reached at 325 Eureka Ave., Iowa, CA 95616, or via email at dgower@email.com.

Best regards,

Dawn Gower

Dawn Gower
COVER LETTER CONTENT:
THE HEADING

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

June 16, 2020

Bob Aggie
Human Resources Department
National Public Radio
123 Government St.
Washington, DC 20301
Dear Mr. Aggie,

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


COVER LETTER CONTENT: GREETING

Dear Mr. Aggie:
Dear Ms. Gunrock:

Here are some other options:

- Dear Jane Smith:
- Dear Hiring Manager:
- To Whom it May Concern:
- Dear Search Committee:
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

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<td>Ability to work well/maintain collaborative relationships with others</td>
<td>Worked with ASUCD (even elected to be in leadership position)</td>
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<td>Group projects in classes</td>
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<tr>
<td>Develop public relations strategies that will influence public opinion</td>
<td>Created marketing campaign to influence campus policy</td>
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<tr>
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<td>Through social media marketing strategy (local KVDS community radio station)</td>
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<tr>
<td>Marketing experience</td>
<td>Created social media marketing strategy (local KVDS community radio station)</td>
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<td>Developed marketing campaigns (ASUCD)</td>
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<tr>
<td>Serve as spokesperson for NPR</td>
<td>Represented student body as ASUCD Senator</td>
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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 Public Media Relations Specialist position posted on your website. 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, 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 contact information 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. Aggie:

Thank you again for the time you spent with me on Friday, January 3rd to discuss the Quality Control Laboratory Assistant Position. I am 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 look forward to hearing from you.

Best Regards,

Davis Gunrock
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
Dear Mr. Aggie,

I interviewed on Thursday, October 3rd for the Management Trainee position. I am following up on the status of the position. I am still very interested in the position and look forward to hearing from you.

Thanks,

Davis Gunrock
dlgunrock@ucdavis.edu
(530) 123 - 4567
ANY QUESTIONS?

Workshop Survey
Tell us how we did at
https://ucdavis.co1.qualtrics.com/jfe/form/SV_29vtFKeX0zw3Z4i

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

Stay Connected
UC Davis Internship and Career Center

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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