

OVERVIEW

What is the purpose of a cover letter?

Cover letters offer an opportunity to provide context and rationale behind the information presented in the resume, particularly when there's a deviation from previous experiences in terms of industry, company type, or role. They address inquiries such as: What motivated the transition from the Entertainment to Tech industry? Why shift from a large corporation to a startup environment? Why pursue a Marketing position after previously working in Sales? Articulating responses to these questions demonstrates a deliberate approach to career trajectory. The cover letter should effectively showcase how your skills align with the company's needs, while also highlighting how the company aligns with your professional aspirations.

Should you write a cover letter?

If a job application asks for it, I would lean yes. Although time consuming, it only gives your potential employer more data points on why you would be the perfect candidate for the position.

If a cover letter is not required by a job application BUT you feel like there are some gaps you need to address. Maybe you're making a big career jump? Maybe you have a personal, impactful story with the company you're applying to, then I'd lean into it.

My top tips?

1. AVOID the generic cover letter. Use my template on the next page to help you stand out from the crowd and truly show your value to anyone reading your cover letter.
2. Smaller companies with lower volume of applicants will appreciate the time, attention and value
3. Do not write a generic cover letter just for the heck of it. If a cover letter is not required, it should be specifically used to specify something about you in relevance to the company or position. Otherwise, don't write it.
4. If you're applying by submitting via email, consider that email your cover letter. You want it still readable, so consider a shorter version of your cover letter when submitting via email and attaching your resume.
5. This one is obvious, but if a company has specific instructions for the cover letter, follow them!!
6. Imagine you're a hiring manager reading dozens of cover letters. The ChatGPT generated cover letter becomes obvious and apparent. Use ChatGPT carefully to creatively craft portions of your cover letter while keeping it unique.
7. Keep it concise. In my opinion, a 2-3 paragraph cover letter is absolutely acceptable as long as the relevant and important information is mentioned.

SCROLL TO PAGE 3 TO SEE A FULL EXAMPLE COVER LETTER

PARAGRAPH BREAKDOWN

Paragraph 1: The Attention Grabber

Here is where you start with why you're gonna be the best candidate for this role but with a unique and interesting angle. You also want to immediately tie back this unique and interesting angle to the value of the company. Use this time to be clear in your purpose in applying.

Example: This is the second time I have applied to Twitch because I am determined to become a part of your team. While my resume might come across as left-of-center, I have whittled away at it to reveal the pointed yet diverse experiences that make me uniquely qualified to be your Associate Product Manager at Twitch.

Example: Over the last several years, I've built my career around one simple truth: to win and keep customers, you have to genuinely care about solving their problems. With my current experience specializing in the fan experience in the world of entertainment, I know first hand the strategies to create a scalable experience focused on customer obsession and relevant data to execute from an ambiguous starting point.

Paragraph 2 and 3: The Value You'll Deliver (and why this company is a great fit for you)

These paragraphs are where you are tying together your expertise with the value you'll provide to the company.

Example: I've orchestrated, qualified, and reviewed hundreds of initiatives within the Government and Business sectors. In my current role at HubSpot, I frequently research, identify, and prioritize potential growth engines for over 50 businesses spanning all industries. My proven results have resulted in tremendous growth of one of our largest clients across their customer acquisition strategy with a 25% YoY increase as a result of a streamlined newsletter strategy.

Example: In addition to five years of experience in broadcast journalism, research, and video production, I would bring an organized and systems-level perspective to this role. I view video production as a puzzle, and like to think about which parts need to come together in order to make a great final product. My approach is to have in-depth conversations with my team members, and the various stakeholders, before each project. This helps me nail down the logistics — from location to talent.

Final Paragraph: Tie It All Together With Your Enthusiasm

This is the concise close to bring together your value, experience and enthusiasm.

Example: In closing, I am overjoyed at the possibility of contributing to [mission] at [company] and would love the opportunity to share how I would be an incredible fit for [position]. I truly appreciate your consideration and look forward to hearing from you.

SAMPLE COVER LETTER

Dear [Hiring Manager],

My first project in Adobe Photoshop was to create a poster for the CTRL +Career, a club I founded in high school for those interested in learning more about tech careers. With a fervent passion for innovation and a track record of driving impactful solutions, I am eager to contribute my unique blend of skills and experiences to your esteemed team. I am writing to express my genuine enthusiasm for the Associate Product Manager position at Adobe.

This isn't my first encounter with Adobe; rather, it's an opportunity I've been eagerly awaiting. While my background may appear unconventional at first glance, I've meticulously honed my expertise to align seamlessly with the demands of this role. Having spent years cultivating strategies to enhance customer experiences, I bring with me a deep understanding of customer-centric approaches and leveraging data insights to fuel growth. My journey has equipped me with the agility and vision necessary to thrive in dynamic environments, making me an ideal candidate for driving product excellence at Adobe.

Drawing from my experience at Stealth Startup, where I spearheaded initiatives across diverse sectors and propelled substantial growth for key clients, I am poised to deliver tangible value to Adobe. My knack for identifying growth opportunities and implementing strategic solutions has consistently translated into measurable results. With our largest client, I led the implementation of XYZ tool, which led to a reduction in overhead costs of 43% YoY. I am particularly drawn to Adobe's commitment to empowering creativity and fostering innovation, values that resonate deeply with my own professional ethos.

Moreover, my background in technical customer success has instilled in me a meticulous, systems-level approach to problem-solving. I thrive on dissecting complex challenges, collaborating closely with stakeholders, and piecing together solutions that exceed expectations. My dedication to meticulous planning and execution aligns seamlessly with Adobe's mission to empower individuals and organizations to bring their boldest ideas to life.

In closing, I am thrilled at the prospect of contributing to Adobe's visionary pursuits and am eager to discuss how my unique skill set can drive success in the Associate Product Manager role. Thank you for considering my application. I look forward to the opportunity to further discuss how I can contribute to Adobe's continued innovation and success.

Best,
[Your Name]