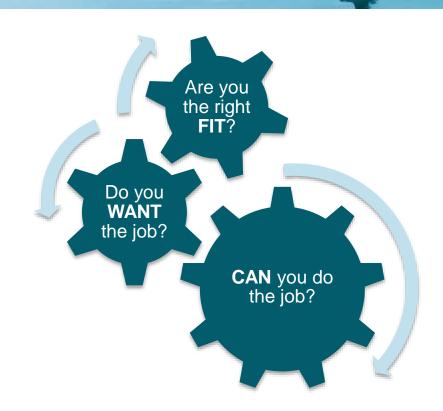
# **COMM 202** cover letters

### why write a cover letter?

- shows your INTENTIONS & INTERESTS
  - shows SINCERITY and RESEARCH
- demonstrates ABILITY TO COMMUNICATE
  - CREATIVE and PROFESSIONAL
- opportunity to elaborate on YOUR STORIES
  - drawn from your SKILLS MATRIX

# can, want, fit



### resume vs. cover letter

### what's the difference?

### OSCAR LIU

2222 Markam Street, Vancouver, BC, V5Z 3M#

### PROFILE

Third year Sauder School of Business student with experience leading and working in teams. Specializing in Accounting and pursuing a career in public accounting after graduation. Able to persevere and thrive in stressful situations through working is the age of 16 and extensive involvement in clubs. Developed a keen interest in building genuine personal and professional young one Fluent in English and Cantonese conversational Mandarin and French

### SAUDER SCHOOL OF BUSINESS, UNIVERSITY OF BRITISH COLUMBIA

Expected Completion: May 2019

- Bachelor of Commerce Specialization: Accounting, Cumulative Average: 85.6% Expected Completic

   Key Courses: Financial Accounting (98%), Intro to Finance (93%), Management Information Systems (91%), Microeconomics (89%), Managerial Accounting (85%), Macroeconomics (85%), Quantitative Decision Making (85%)
- · Case Competitions: Invited to PwC Toronto as BC Region Winners for PwC Ignite, invited to and placed second in Premiere 32: Gala Round, placed second in Premiere 32: Second Round, placed second in First Year Case Competition

  \* Involvement: COMM290 (Quantitative Decision Making) Teaching Assistant for two lab sections of 35 students each, VP Internal for UBC Business Communications Club, Events Director for Enactus UBC, Quick Service Attendant at Canuck

### WORK EXPERIENCE

### ASSTRANCE ASSOCIATE SUMMED

May 2016 - Aug 2016

- PricewaterhouseCoopers LLP Perform controls and substantive testing for clients using audit and office software such as Aura and Microsoft Exce Called external companies to confirm bank records and accounts receivable records using strong communication skills
- Facilitate a positive environment by leading the yearbook committee to document the summer internship experience FRONT END ASSOCIATE - CASHIER

The Real Canadian Superstore

Aug 2013 – Nov 2014

Improved efficiency of transactions by rapidly processing 24 items per minute, an increase of 26% from the average

- Maintained a high level of customer satisfaction by resolving customer complaints with course and efficiency
   Organized cash drawer, upwards of \$6000 per shift; minimized counting error through perfectly balanced drawers Recomized by management and received accolades from unique and repeat customers of customer service excellence
- EXTRA-CURRICULAR ACTIVITIES

### CORPORATE RELATIONS MANAGER

- Commerce Undergraduate Society · Acquired two sponsors for the Commerce Undergraduate Society by organizing a networking breakfast in a team of six for lifty delegates and fifty students to discuss potential sponsorship opportunitie
- Maintain positive rapport through effective communication via email and phone while liaising with CUS-affiliated services

### SPEND IT RIGHT PROJECT ASSOCIATE/EVENTS DIRECTOR

 Enactus UBC
 Sep 2014 – Feb 2015, May 2015 – Apr 2016
 Liaised and presented to six high school teams in the Greater Vancouver region to provide insight about utilizing business Sep 2014 - Feb 2015, May 2015 - Apr 2016

- tools (SWOT, Excel, Breakeven) for their own entrepreneurial scap-making endeavors

  Organized a business case competition between five high school teams, hosting 55 people in total, to showcase their social
- entrepreneurial product which was met with great response from the high school teachers Decreased expenses by 17% by securing in-kind and monetary sponsorship for the competition via phone calls and emails

### SUMMER EVENTS COORDINATOR AND WEEKLY VOLUNTEER

### Planned and successfully run five nork days for narens to bring their children to play with a team of six deficated worths . Coordinated two annual holiday meals for seniors and youths by setting up food and cutlery and preparing Christmas carols

· Building puzzles and Rubik's toys, graphic design, recreational photography, all genres of music, Greek mythology

### is about

### Joe Smith

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Dwig-MC, Lindargium

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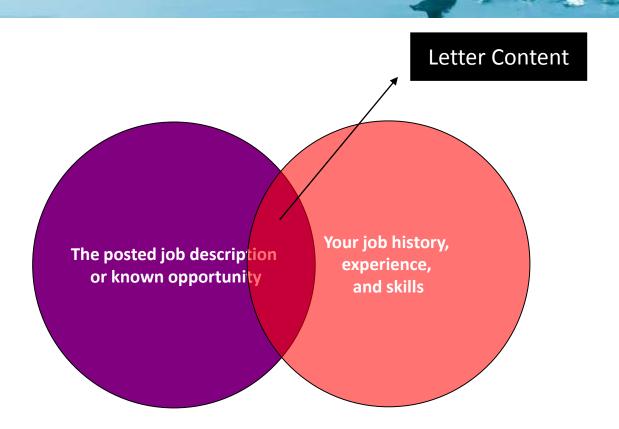
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### resume vs. cover letter



### cover letter elements













### cover letter components

### Opening

- "The Hook"
- •Mention company information sessions or employees you've networked with
- Do your research
- ·Company values, mission, vision

### Body Paragraphs

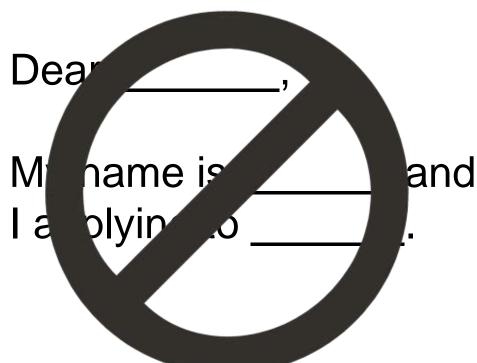
- •2 paragraphs, 3 is the absolute maximum
- •Read the job posting and identify 2-3 key skill areas that match your strengths
- •Use the S.T.A.R.L. formula

### Closing

- Summarize the ways in which you add value to the company
- •Call to action!
- •"I look forward to the the opportunity to meet with you in person to discuss my qualifications further."
- •"I would welcome the opportunity for an interview to further demonstrate my suitability for this position."

### opening





### opening takeaways

- expresses keen and genuine interest and/or passion for position
- genuine and unique primary and secondary research indicating interest in company (make sure the research you show is tied to your interest)
- name drop (where applicable)
- makes a clear expression of the skills/experience matching the job description

# an example

Dear Ms. Moffat,

"I will just follow my gut" was my mindset when I started my venture on campus. However, I soon realized that just having an idea wasn't enough to succeed. Profitable businesses need good logistics so I turned to UBC Sauder's Operations and Logistics program to help build the competencies necessary to turn my idea into action. I learned that consumer communication and supplier/customer relations, two of Nestle's main principles, are the most important elements in improving logistics. Equipped with analytical skills, solid academics and an entrepreneurial spirit, I am confident that I will help Nestle achieve the lean operations in strives for in its global supply chain.

# another example

Dear Ms. Ritchie,

Similar to Maya Angelou, "my mission in life is not merely to survive, but to thrive and to do so with some passion, some compassion, some humor, and some style". This is the same philosophy that I believe each member of A Thinking Ape follows when contributing to the overall hacker culture by creating better online gaming communities where people can interact. This resonates with me as I spent a fair amount of my childhood exploring mobile games in order to bond with my brother and build the strong relationship that we have today. Whether it is handling cheques and payments in the structured office setting of Colliers International, implementing, promoting, and presenting programs to Alpha Omicron Pi Women's Fraternity, or interning at A Thinking Ape, I have and will continue to bring my passion, compassion, and humor.

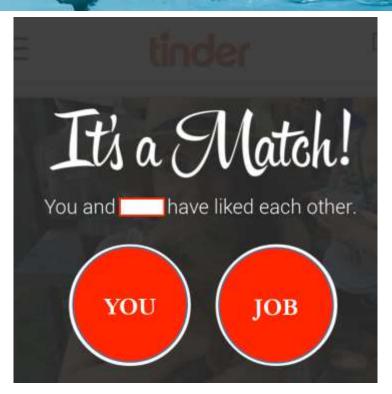
### you need a hook!

How fast can you change four tires? One hour? Ten minutes? A few years ago I witnessed a Formula One team do it in 2.7 seconds. They said a perfect run would be just one second. In everything that I do I strive to reach that one second – that perfect test score, that perfect presentation, that perfect career. After speaking with Jake Woodson, a recent hire, Dion Chen, and other industry professionals, I know that my personality and passion lies in sales and trading. Through my unique athletic background and passion, I will provide competitiveness and drive that will set a benchmark for future interns. I cannot wait to sit on a trading floor, execute trades, and engage in research while receiving mentorship from the most world-renowned investment bank. A career with Goldman Sachs is my one second and this is how I will help Goldman reach its own one second ideal:

# skills matching

- skills from your skills matrix match the job description (use STARL)
- best relevant experiences
- link education and other training to the job, and link to the co/position if it's not obvious
- any other qualifications

if it doesn't belong, don't include it!



Just as I have experienced industrialization's key role in catalyzing growth, I have also experienced the crucial role of innovation. During my internship with MzN International this past summer, I consistently took it upon myself to not only offer innovative ideas for improvement, but to actively pursue them. Through my own initiative, I undertook a complete redesign of both the organisation's website as well as its transparency scheme. These are two projects that have since transitioned from ideas into points of action currently being carried out by the organization, and have been commended by clients as having further differentiated MzN and strengthened its overall brand image.

Finally, a key skill of mine that differentiates me from many other undergraduate students is my experience and interest in analytical research. Through my involvement with the Commerce Scholars Program, I have been a Research Assistant for a study on the compensation schemes of renewable energy sources, and I will soon be conducting my own research on the composition of green investment portfolios. Just as UNIDO recognizes analytical and research functions as being one of its four enabling functions, I am interested and experienced in analytical research and recognize its importance in questions of environmental and economic growth.

As an Airfreight Export Agent at Kuehne + Nagel Ltd., I helped clients export perishable goods quickly and efficiently. One simple mistake could result in a transportation delay, which could destroy the entire cargo. Under such demanding circumstances I strived to achieve excellence by navigating the company's complex software for documentation processes while abiding by standard operation procedures. I organized my documents and prioritized multiple tasks to complete the job while double-checking my work to ensure accuracy. Most importantly, I worked as a team player, asking relevant questions and voluntarily offering help when needed resulting in shortened timelines, customer satisfaction and stellar feedback from my supervisor. The exposure to the transportation of goods and my strong work ethic have prepared me to add value to Nestle.

To bolster my analytical skills, this past term I took a Quantitative Decision-making course. The course involved building complex Excel models, analyzing sensitivity reports, and finding the optimal solution to problems. In building these models, I was determined to focus on the details to ensure the success of my model. By thinking critically, I gained a strong understanding of the core concepts and excelled on the assignments and exams. To further develop my MS Excel skills, I am currently taking an online course that covers data analysis including pivot tables and mathematical functions. With these new skills in hand, I look forward to contributing to the success of Nestle's process management.

- Dynamic Team Player. My involvement as a player for the UBC Thunderbirds Varsity Football Team has developed my ability to perform in a team of 100 players and coaches, while also competing to establish myself as a starter and contributor to the team. Similarly, I further improved my collaborative skills with corporate team members at Scotiabank Global Banking and Markets while working as an Intern this past summer. This experience gave me the opportunity to translate the skills I learnt on the football field, such as concise communication and collaborative efforts, into the business world. I now have a better understanding of how an effective corporate team must function and the importance of asking others for guidance. These two specific experiences have provided me with the team skills necessary to further enhance my professionalism and quickly adapt as I look to begin my professional career with PwC's large and diverse Calgary team.
- Workload Management Agility. Balancing 35 hours of football per week with my full-time course load of
  university studies has taught me to efficiently manage my time. Over the course of the 2012 season, I became 1
  of 40 starters on the UBC Football Team. This required dedication and consistent effort to reach my highest
  athletic potential, while also completing my academic commitments to the best of my capabilities. This
  experience taught me to be efficient when handling the time available to me, a skill that would prove highly
  valuable in the fast paced and dynamic environment at PwC.

# skills matching

- each line proves you have the necessary skills & aptitudes to perform on the job
- always link to the company / position if not obvious
- use skills listed in the job description

### closing



"Thank you for load oplication. I hope that I have show you that m erpersonal rship skills and n skills, my lea ability to am ma ect fit for ABC perform on a me a pe position. Than ery much a VOM I hope to hear from you ""

### closing



- make a good final impression
- show your passion
- restate skills with a different wording
- give genuine thanks
- leave a call to action
- tie to previous examples/stories (tie to hook)

### closing



- address the elephant in the room
  - bad grades
  - relocation
  - year of study

While I understand that my academic record may not be as competitive as other applicants, I firmly believe that the time I dedicated to varsity athletics developed my skills as a dynamic team player beyond that of my peers. As a firm that values inspiring and leading others as the defining characteristics of leadership in business, I sincerely hope that you will view my unique experience and skillset to be an integral part of a team, manage time effectively, and develop meaning relationship as a valuable asset. Thank you for your time and consideration of me as a prospective summer associate for PwC Calgary in 2014. I look forward to further discussing my qualifications in an interview at your earliest convenience.

# closing examples

While I may lack experience in the accounting field, I am a quick learner and am confident that my organizational, communication and presentation skills would allow me to excel in this summer position at Husky. Additionally, I am passionate about pursuing a career in accounting and am very keen to learn and contribute to the industry that leads the province I call home. Thank you for your time and consideration for the commercial and development summer student position. I look forward to hearing from you to further discuss my qualifications and to personally express my enthusiasm for the oil and gas industry.

My experiences in being mindful of audience responses and having a keen interest in Buzzfeed's content-driven marketing strategy would assist me in creating content to grow your audience. I am hopeful that my creative and team-oriented personality has been demonstrated and I would greatly appreciate the opportunity to meet with you to further discuss this position. Thank you for your time and consideration.

Sincerely,

### closing examples

My experience in inventory management and strong grasp of data driven decision-making has prepared me for Nestle's fast-paced, innovative and consumer-oriented environment. I am confident that my skills will help accomplish your goal of achieving lean operations. I look forward to an opportunity to discuss my qualifications in more detail at your convenience. Thank you for your consideration.

# branding

- remember your brand? Use it
- consistent throughout cover letter
- fits in with the company's values + yours
- good impression
- use Job Research Assignment

# integration

- cover letter + resume use SAME formatting
- stands out!
- cover letter reflects and expands on resume
- be mindful of spacing



# integration.

### Header

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### **EDUCATION**

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Completon May 2017

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- the top 3% of returning \$Cost undergradulus ancients Surgessel of the 225 URC Studen Leader Surgeron for grainflanding new millionies, deconstroling
- suggested commitment, and excelling as on-ordinascolor of the USC community.

COMM 990 Tainshing Assistant, CRC Scooler School of Business, Vancourse, RC

Switt 2018 - July 2017

- Improved fectorized abilities of 60 feat-year students by teaching agriculture and probability models in Principally Based storing repolity compared labor, providing page-by-page transaction and growing help on repulsal
- Worked clearly in a learn of two professors and 14 learning quantitate to learning nation and allower. anguigning make to communicate course motoral Summar Associate, Assumance, As-C Controls, Colgory, A&

May 2015 - Aug 2016

- Completed two swinder terms in ProC's hasorance practice, which included the performance of such procedures such as control walkfroughs, substantive restrict, and SOX applications Eccasion aspectations for quality of north, articular, and communication delta on all angular artists; per
- feedback forms completed by engagement monogers
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### Header

Need: 27, 2015 No. Corres Sell, CHIEF Compasi Redrikment Team bead Devon Caronin Cirporato 400 3rd Avenue Siri Calgary, AB 12F 4HZ

### for Accounting Summer Studen (SSEEE)

When I was fer years old, I received a \$400 degree from the Alberton gallerment as part of the "Prosperty Borus," size to a budget surplus covered by high of proces. Boru and native in Englany, I was proces of the oil and gas industry. But this event sported my treated in how oil and gas production affected me. My growing curpons warmally led no to the South School of Burnals, where tion completing my second year with or intended apecialization in Accounting. As North America's largest produces of oil and natural gas, Deven Carredo is an exaller class to got a falletic riew of the heavy of industry, and understand how accounting supports the compant is progress. I want to balling to Devon Condidibectures in montro the olgopol religible of plans with my god of building relationships to enrich the area where two kland five. The desire, along with the skills have general from my previous and experiences in the Cologory energy industry, will ollow the to note advocate contributions to Device Canada's influence.

My first summer student position was at Versiel Inc. in 2013. I passed the account psyclole department by loading journal armas and processing polyments for invacing that had posturulated while the office was shur down. during the means foculty that according to matching, it task passengers to mest long have, but the same one able to remove the backlog within a week. I will bring my strong work affect to Devan Conside, and before that Descri Carada's individual, angugad worldona a fe granted breigh against conert drollanges, such as file. foling Coracian deliar and lovini of press, I spen this poer summer or forci GSP Coracts, where I compiled and calculated information for numerical government payment and application documents. That is prounted this tasks and argainss my progress as Lupdoned lessions of multiple documents, and was constantly in correspondence with events authors and other departments. At Sevan Consider, the accounting department faces numerous decallines and account a variety of afficient pursue. By shifty to afficiently manage multiple property off the otal to my

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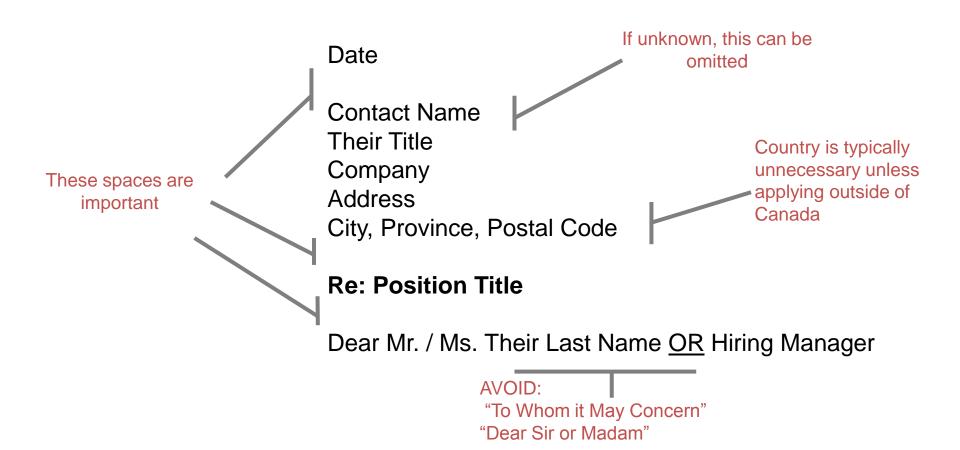
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Social of the control of con	Sign Off



# formatting example

July 10, 2015

Ms. Lynne Murchie Manager, Business Co-op Programs Sauder School of Business 155 - 2053 Main Mall Vancouver, British Columbia V6T 1Z2 Canada

RE: 2015 Sauder Co-op Program

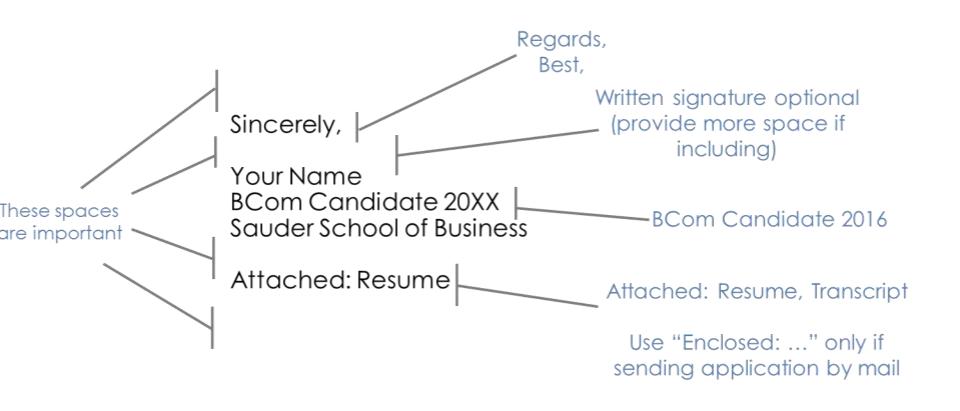
Dear Ms. Murchie,

November 25°, 2015

Ms Stephanie Sengara Communications Assistant Public Affairs & Corporate Communication Canadian Forest Products Ltd 100-1700 W 75th Ave Vancouver, BC V6P 6G2

Re: Canfor Corporation Scholarship 2015

Dear Ms. Sengara,



# formatting example

Sincerely,

Sabrina Rai BCom Candidate 2016 Sauder School of Business

Attached: Resume, Unofficial Transcript, Application Form

Sincerely,

Garret D. LaValley

BCom Finance Co-op Candidate, 2016

Sauder School of Business

Attached Resume, Transcript, Proof of Enrolment Letter