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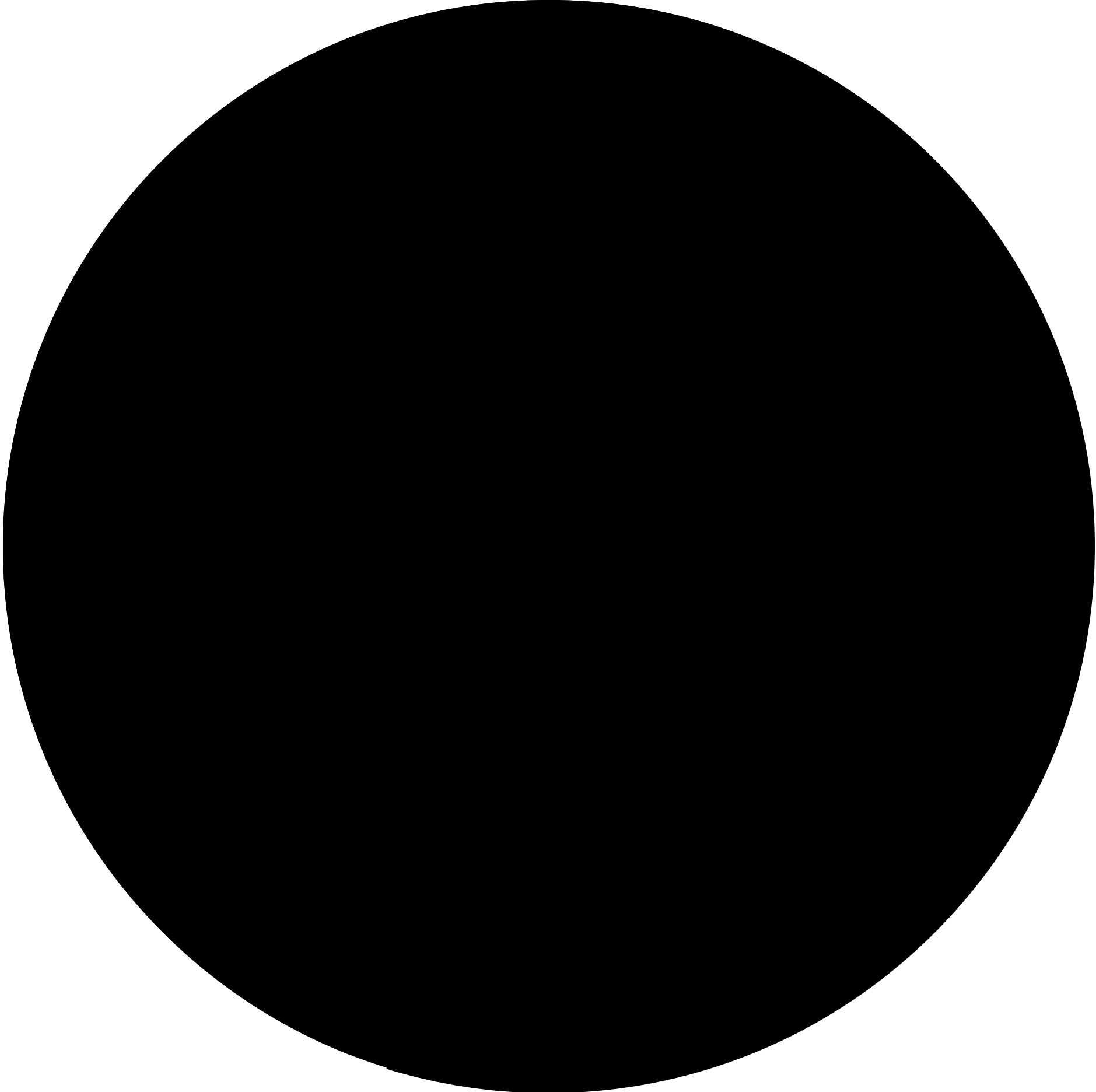
[Cover Letters](#)

The Best Cover Letter Examples for Every Type of Job Seeker

by
Alyse Kalish



Westend61/Getty Images



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We love having examples. It's so much easier to follow a recipe, build a puzzle, or yes, even [write a cover letter](#) when you know what the end product should look like.

So that's what we're going to give you—all the cover letter examples and tips you need to make yours shine (we're unfortunately not experts in recipes or puzzles).

Want to get right down to business? Skip ahead to:

- [Why Bother With a Cover Letter at All?](#)
- [The Elements of a Perfect Cover Letter](#)
- [Example #1: The Traditional Cover Letter](#)
- [Example #2: The Impact Cover Letter](#)

- [Example #3: The Writing Sample Cover Letter](#)
- [Example #4: The Career Change Cover Letter](#)

Why Bother With a Cover Letter at All?

Before we jump in, it's worth emphasizing *why* cover letters still exist and are worthy of your attention. I bet when you see a job listing where one's "optional" you gleefully submit a resume and move on. But you're truly doing yourself a disservice by not creating one (or by writing one that's super generic or formulaic).

“When you're writing a resume you're oftentimes confined by space, by resume speak, by keywords—you're up against a lot of technical requirements,” says [Melody Godfred](#), a Muse career coach and founder of [Write in Color](#) who's read thousands of cover letters over the course of her career, “whereas in a cover letter you have an opportunity to craft a narrative that aligns you not only with the position you're applying to but also the company you're applying to.”

When you're writing a resume you're oftentimes confined by space, by resume speak, by keywords—you're up against a lot of technical requirements, whereas in a cover letter you have an opportunity to craft a narrative that aligns you not only with the position you're applying to but also the company you're applying to.

It helps you explain your [value proposition](#), stand out from the stack, and create “continuity between your application and the person you're going to be when you walk into the room,” Godfred says. If there's a [gap in your resume](#), you have the opportunity to explain why it's there. If you're changing careers, you have the chance to describe why you're making the switch. If your resume's pretty dull, a cover letter helps you [add personality](#) to an otherwise straightforward career path.

Convinced? A little less worried? Maybe not sold on the idea but now know why you need to spend time on it? Either way, let's get started—we promise this will be painless.

The Elements of a Perfect Cover Letter

Let's go back to puzzles for a second. They're made up of bits and pieces that fit together a specific way to complete the whole, right?

Cover letters are a little like puzzles. When you put each component in its proper place (and remove any parts that don't fit), you create a complete picture.

Every great cover letter includes the following:

An Engaging Opening Line

Not “I’m applying for [position].” Not “I’m writing to be considered for a role at [Company].” Not “Hello! How’s it going? Please hire me!”

Your opening line is everything. [How you start a cover letter](#) influences whether someone keeps reading—and you want them to, right?

“Starting with something that immediately connects you to the company is essential—something that tells the company that this is not a generic cover letter,” says Godfred. “Even if your second paragraph is something that doesn’t ever change, that first intro is where you have to say something that tells the employer, ‘I wrote this just for you.’”

It can be a childhood memory tying you back to the company’s mission. It can be a story about the time you fell in love with the company’s product. It can be an anecdote from another job or experience showing how hard of a worker you are. Whatever you decide to open with, *make it memorable*.

A Clear Pitch

The next few paragraphs, Godfred explains, are where you include one of two things: “If you’re someone who’s transitioning careers, and you need to explain that transition, you do it there.” But if you’re not a career changer, use this section to “hit them with the strongest results you have that are aligned with the opportunity,” she states.

[Ryan Kahn](#)—Muse career coach and founder of [The Hired Group](#)—calls this your pitch. In other words, the part where you’re “selling yourself for the position and why you’re qualified for it.”

Godfred emphasizes that this section should have a balance of soft and hard skills. Talk about your experience using Salesforce or doing SEO work (and get those job description keywords in! More on that later), but also highlight your ability to lead teams and communicate effectively.

“Companies are embracing authenticity, they’re embracing humanity, they’re looking for people who are going to fit their culture. So what are your values? What do you stand for?” says Godfred. These values should be as much a part of your cover letter as the nitty-gritty.

A Great Closing Line

Kahn explains that your [closing line](#) could include your next steps, such as “I welcome the opportunity to speak with you more about how I can contribute to [team]” or “I would love to schedule a time for us to discuss this role and my experience.”

But more importantly, “you want to make sure that you’re gracious and thanking them,” he says. While seemingly [cliché](#), it never hurts to end on a simple “thank you for your consideration.”

You can, however, exclude the “references upon request” line. “If an employer wants your references, you better believe they’ll ask for them,” says Godfred.

A Few Other Cover Letter Essentials

First off—please, I beg you, [address your cover letter to a person](#). No [“To Whom It May Concern”](#) or “Dear Sir or Madam.” People don’t talk that way, so why would they want to read it?

Secondly, keep the applicant tracking system, or [ATS](#), in mind. This robot will be sifting through your cover letter much in the way it does with your resume, so you'll want to scatter relevant keywords from the job description throughout your cover letter where it makes sense.

Third of all, get your [contact information](#) on there, including your name, phone number, and email (most of the time, your address and theirs is irrelevant)—and on every page, if yours goes over one.

“Imagine you come across a cover letter and you print it out with a bunch of applications to review and it doesn't have the person's contact information on it,” states Godfred. “You never want to put yourself in a situation where you're the right person and they can't find you.”

And know that the ATS can't read crazy formatting, so keep your [font](#) and layout simple.

How to Get Started Writing a Cover Letter

Overall, says Godfred, “when you're up against dwindling attention spans, the more concise you can be the better. Make every single word count.”

To get started, she always suggests that her clients do a “brain dump.” Once you just get your ideas onto the page, then “ask yourself how you can cut half of it.” Through this process, “you'll find that those very generic phrases oftentimes are the first to go,” she says. You only have so much space to get your point across, so focus on the information that isn't stated elsewhere rather than simply regurgitating your resume.

This can feel like a lot to do on one cover letter, let alone several, so Kahn likes to remind his clients that quality comes first. Target the jobs you're most closely drawn to and qualified for and give them all your energy, rather than try to churn out hundreds of cover letters. You may not be able to apply to as many jobs, but you're guaranteed to have better results in terms of response rate.

Cover Letters Come in All Shapes and Sizes

Whether you're writing a cover letter for a data scientist or executive assistant position, an [internship](#) or a senior-level role, a startup or a *Fortune* 500 company, you're going to want to tailor it to the role, company, and culture (not to mention, the job description).

Don't fret! We've got examples of the four basic types of cover letters below: a **traditional cover letter**, an **impact cover letter**, a **writing sample cover letter**, and a **career change cover letter**. We've also included the exact job descriptions they're written for—to help inspire you to tailor yours to a specific position.

One note before you read on: There's a difference between your [cover letter and the email you send](#) with your application. If you're not sure whether to copy and paste your letter into your email or attach it as a document, common practice is to pick either/or, not both.

Example #1 The Traditional Cover Letter

A traditional cover letter, is, as you guessed it, based on your average [cover letter template](#). You'll most likely write this version if you're applying to a very traditional company (like a law firm or major healthcare company) or a very traditional role (like a lawyer or accountant), or when you're just looking to lean more conservative and safe.

The Job Description

Let's say you're applying to a **paralegal** job opening. The job description might look something like this:

Responsibilities

- *Draft routine legal documents for review and use by attorneys*
- *Coordinate and organize materials and presentations for board meetings*
- *Research legal and related business issues and report findings and conclusions to team*
- *Provide overall legal administrative support of the legal team*
- *Maintain calendars and ensure timely filings*

Requirements

- *Bachelor's degree or equivalent of relevant education and work experience*
- *Strong communication skills (oral and written)*
- *Strong organizational, multitasking, and prioritizing skills*
- *Proficiency with Microsoft Office Suite*
- *Trustworthy, positive, energetic, and optimistic attitude with a willingness to roll up your sleeves*

The Cover Letter Example

Under the constraints of keeping things strictly professional, here's what you could write without sounding too boring or jargon-y:

Dear Ms. Jessica Tilman,

In my five-year career as a paralegal, I have honed my legal research and writing skills, and the attorneys I've worked with have complimented me on my command of case law and litigation support. Spiegel Law Firm's 20 years in practice proves that the firm has strong values and excellent attorneys, which is why I want to be a part of the Spiegel Law Firm team.

I currently serve as a paralegal for Chandler LLC, where I work closely with the partners on a number of high-priority cases. During my time here, I implemented a new calendar system that ensures timely filing of court papers. This system has prevented missed deadlines and allowed for better organization of internal and client meetings.

Previously, as a paralegal for the Neuerburg Law Firm, I received praise for my overall support of the legal team and my positive attitude.

My further qualifications include a bachelor's degree from Rutgers University, a paralegal certificate, and training in LexisNexis, Westlaw, and Microsoft Office Suite.

I would love the opportunity to discuss how I can contribute to your legal team. Thank you in advance for your consideration, and I look forward to hearing from you.

*Sincerely,
Chase Broadstein
chasebroadstein@emailcentral.com
(222) 222-2222*

[Download this example](#)

Why This Works

It's short, sweet, and to the point. It shows both a knack for getting things done in a thorough and timely matter and an energy for helping out wherever it's needed. They also toss some important keywords in there: *implemented a new calendar system, My further qualifications include a Bachelor's Degree..., training in LexisNexis, Westlaw, and Microsoft Office Suite...*

Finally, it expresses a genuine interest in this specific firm in its opening lines.

Example #2 The Impact Cover Letter

The impact cover letter works best for roles where you're expected to deliver on certain goals or results. Maybe you're in sales and the job calls for hitting a certain quota each quarter. Or maybe you're an event planner looking to show you can run X number of conferences or create Y number of marketing campaigns. The key for this, then, will be to put your accomplishments front and center.

The Job Description

You've come across an opening for an **email marketing manager**. The job description states the following:

Responsibilities

- *Manage email marketing strategy and calendar, including copywriting, optimization, monitoring, reporting, and analysis of campaigns*
- *Improve campaign success through conversion optimization, A/B testing, and running experiments*
- *Measure and report on performance of campaigns, assessing against goals*
- *Collaborate with the design team to determine content strategy and ensure brand guidelines are followed in emails*
- *Partner and collaborate cross-functionally with sales, product, product marketing, and data teams*

Requirements

- *3+ years in email marketing or equivalent field*
- *Experience with Google Analytics, HTML, CSS, Photoshop, Microsoft Excel, and SEO a plus*
- *Excellent communication skills (oral and written) and an eye for copyediting*
- *Team player with strong interpersonal, relationship-building, and stakeholder management skills*
- *Excellent project management, problem solving, and time management skills, with the ability to multitask effectively*

The Cover Letter Example

Your personality can shine more directly through this kind of cover letter, but you'll want to make sure your hard skills and successes stand out:

Dear Russ Roman,

I have a problem. See, my inbox currently (and embarrassingly) hosts 1,500 unread emails—including newsletters from at least 50 different brands.

But this problem only fuels my passion for creating emails that are worth opening. Because from my perspective, as someone who can barely get through their own stack of mail, that's a true win.

I've been following Vitabe for years, and can proudly say that I open every single email you send to me. I'm a sucker for

a good subject line— “Take a Vitamin-ute— We’ll A-B-C You Soon” being my favorite—and the way your email content feels both fun and expert-backed really speaks to me. This is why I’m thrilled to submit my application for a role as email marketing manager at your company.

I have over four years of experience working in the email marketing space. In my current role at Westside Bank, I was able to implement new email campaigns centered around reengaging churned clients. By analyzing data around the types of clients who churn and the engagement of our current email subscribers, as well as A/B testing headlines and newsletter layouts, we were able to increase email subscribers by 15% and convert 30% of those subscribers to purchase our product, a significant increase from the previous year. I also launched a “Your Credit Matters” newsletter focused on educating our clients on how they spend and manage their credit—which became our highest performing campaign in terms of open-rates and click-through to date.

Previously, as a member of the marketing team at Dream Diary Mattresses, I collaborated with the sales and product team to understand how I could best support them in hitting their quarterly goals. One specific project involving creating personalized emails for customers drew more people to come back to our site after 30 days than direct paid ad campaigns, leading to a 112% increase in revenue from the last quarter.

I take the content I write and the calendars I manage seriously, editing and refining to the point beyond being detail-oriented into scary territory, and I feel my experience and drive would greatly help Vitabe further develop their email program for success.

Thank you very much for your time and consideration. I look forward to hearing from you.

*Lad Miller
lmiller@inboxseverywhere.com
(987) 654-3210*

[Download this example](#)

Why This Works

This sample cover letter concisely highlights the person’s significant achievements and ties them back to the job description. By adding context to how their projects were created, monitored, and completed, they’re able to show just how results-driven they are.

One thing worth noting: This person didn’t include skills such as Google Analytics, HTML, CSS, Photoshop, Microsoft Excel, and SEO—all of which are listed in the job description. The reason they decided not to was simply because those skills are most likely in their resume, and they wanted to use the space they had to discuss specific projects and tell a story not visible on other parts of their application.

infographic of cover letter example impact cover letter

Example #3 The Writing Sample Cover Letter

Often for roles where communication is king, such as PR, copyediting, or reporting, your cover letter will either substitute for or complement your [writing samples](#). So it’s just as important to write eloquently as it is to showcase your skill set.

The Job Description

Let's take the example of a **staff writer** position. The requirements might include the following:

Responsibilities

- *Pitch and write editorial content and collaborate with teams to report on timely issues and trends*
- *Evaluate content performance and digital trends on a daily basis to constantly adjust pitches and packaging*
- *Utilize CMS tools, strategically select photos and videos, and request original graphics to optimize all written content for maximum engagement*

Requirements

- *At least 2-3 years of experience creating content at a digital-first outlet*
- *Strong writing and reporting skills, and the ability to write clearly and quickly*
- *Familiarity with working in a CMS and with analytics tools such as Google Analytics*
- *Deadline-driven, strategic thinker with a knack for crafting click-y headlines*
- *Strong collaborator who thrives in fast-paced environments*

The Cover Letter Example

Have fun with this one, but make sure you've triple-checked for spelling and grammar mistakes, and are showing off your best writing tactics:

Dear Mr. Kolsh,

Since I could walk, I've been dancing. And since I could read, I've been glued to Arabesque Weekly.

At one point, you featured one of my local heroes—a ballerina who struggled with an injury early in her career and went on to become a principal at Pacific Northwest Ballet—and I plastered the article above my childhood bed. It's still there today.

Of course, I never became a star myself, but it was that article and so many others you've published that taught me that dancing was about more than just pirouettes and arabesques (sorry, I had to)—and that the right kind of writer can shed light on aspects of the art that make it surprising, impactful, and universal. I can be that writer.

As an editorial assistant for The Improv Group for the past two and a half years, my main responsibility was to get all of our content ready to go live. This included a final round of proofreading, adding in HTML where necessary, fact-checking, and finding photos, videos, and GIFs that would complement the content and optimize audience engagement. As I tinkered with each post, I became intimately familiar with our internal CMS and what makes a piece perfect.

But, by far, my favorite aspect of this role has been writing. Each week, I pitch and write at least one article, from 250-word news items to 900-word advice pieces to even longer personal essays. I love the challenge of developing pitches that align with the trends we see in the data, fit in with the company's brand and mission, and allow me to flex my creative muscles.

Collaborating with my team to form the best content library we can has been a dream come true. I am ready to use my experience to help Arabesque Weekly achieve all its big and small goals. And I hope to one day write a story that another child tapes to their wall forever.

It would be an honor to be a part of your editorial team, and I look forward to the possibility of discussing the opportunity with you.

*Hoping to be your next staff writer,
Marlee Wood*

[Download this example](#)

Why This Works

This candidate is clearly passionate about this specific publication and leads with a unique personal anecdote tied to the company's mission and further showing their ability to tell stories in a compelling way. There are relevant keywords and phrases, sure, but they're not just thrown in there. Every sentence carries a specific voice, proving this person knows how to communicate effectively.

Example #4 The Career Change Cover Letter

Like I said earlier, cover letters can play a big part in helping career changers prove their worth—especially when it's unclear how your [skills transfer over](#) to this new field.

Writing a [career change cover letter](#) requires a bit more strategy. You'll want to highlight the obvious skills you have that relate to the job description, but you'll also want to draw a line between experiences you've had in the past and responsibilities you might have in this new role. Finally, you'll want to explain, if not emphasize, why you're making the switch and what's driving you toward this specific industry, company, or position.

The Job Description

Let's say you're someone who has experience supporting a sales team as an administrative assistant, and you're now looking to become a **sales representative**. You come across the following job posting:

Responsibilities

- *Develop new sales techniques and strategies to build pipeline and hit team goals*
- *Coordinate with other teams to increase lead generation efforts*
- *Assist in the processing of new business, including contacting customers to finalize sales and service transactions*

Requirements

- *1-3 years of successful sales experience*
- *Strong communication skills (oral and written)*
- *Ability to thrive in a fast-paced, ever-changing environment*
- *Ability to work independently to plan, set priorities, and effectively organize work*
- *Proven ability to be persuasive, persistent, and confident in closing a sale*

The Cover Letter Example

Here's how you might translate your past experience over to this new (and exciting) prospect:

Dear Maria Ross,

The head of sales at Sunshine Inc. was in a bind. She needed six client meetings scheduled, 18 service transactions

processed, and a summary of the team's new lead generation campaign drafted before getting on a flight to Austin—in three hours. So, she turned to her cool-headed, sales-savvy administrative assistant for help. That assistant was me. Not only did I execute everything on her to-do list, I did it all before her plane left the ground.

For three years, I worked in lockstep with a busy, growth-oriented sales leader to support the business development team. As the sole administrative assistant in the department, I balanced a swath of competing priorities, ranging from data entry and meeting coordination to contacting customers, finalizing transactions, and creating promotional materials. This role helped me to develop a comprehensive understanding of the sales cycle, sales strategy, and pipeline growth.

Like many others, my career path hasn't been entirely straightforward. After leaving Crabapple Media, I enrolled in a local coding training program. Six months later, I emerged with a certificate in computer programming and a certainty that I did not want to be a coder. But education is never wasted. I'm now an aspiring sales representative with experience supporting a thriving sales team and extensive knowledge of the tech space.

Here's a little bit more about how my experience would translate into this role:

- *At Crabapple Media, I assisted in coordinating three annual sales strategy rollouts, each yielding a 26% increase in pipeline YoY.*
- *At Sunshine Inc., I supported 12 independent team members in their lead generation efforts. I also assisted in processing an average of 300 sales transactions every quarter.*
- *I thrive in busy, ever-changing environments that require me to communicate clearly and concisely. Supporting a high-volume team and a busy executive helped me to hone these skills—I typically sent more than 200 emails a day!*

I would, of course, love to schedule a time for us to discuss this role and my experience, and I truly want to thank you for considering me.

*All the best,
Jaclyne Dean
jdean@iloveemail.com
(123) 456-789*

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Why This Works

The opener draws you in, leading you to want to learn more. It toots the person's horn, but in a way that's traceable. Then, the next couple sections explain both their experience in the sales space and in roles before, eventually tying that back to why they're applying to this specific job. Similar to the impact cover letter, the author lists some of the more important qualities they bring to the table, doing a bit of keyword stuffing and resume gap explaining along the way.

Hopefully these cover letter examples help as you go to tackle your own. Remember: This is just one small step in the process! Take your time, but learn to move on when you've given it your all.

To further guide you, read some of the [best cover letters](#) we've ever encountered and check out this [cover letter template](#).

And, don't forget to [edit](#)! Read about how to [cut a cover letter down to one page](#) (because any longer and no one's reading), plus everything you should [double check](#) before pressing submit.



Previously an editor for The Muse, Alyse is proud to prove that yes, English majors can change the world. She's written almost 500 articles for The Muse on anything from productivity tips to cover letters to bad bosses to cool career changers, many of which have been featured in *Fast Company*, *Forbes*, *Inc.*, *CNBC's Make It*, *USA Today College*, *Lifehacker*, *Mashable*, and more. She calls many places home, including Illinois where she grew up and the small town of Hamilton where she attended Colgate University, but she was born to be a New Yorker. In addition to being an avid writer and reader, Alyse loves to dance, both professionally and while waiting for the subway.

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