November 1, 2021

Recipient

Title

Company Name

Address

City, State Zipcode

Dear Ms. Doe,

As a marketing and communications professional with two years of experience, it’s with great enthusiasm that I am applying to be the Marketing Coordinator at ABC Corporation. I found this job posting via LinkedIn and jumped at the chance to apply.

In my previous roles, I’ve specialized in writing digital content, but I also have proven experience with content creation for photo, audio, and video formats. In fact, I spearheaded creative efforts for a video campaign that lived on a client’s social media platforms. My efforts involved writing scripts, collaborating with freelancers, and acting as script supervisor on shoot days. As a result of my team’s and my work, the four videos in the campaign collectively reached over 1,000,000 impressions and led to a 5% conversion rate. My past work experience and education have taught me the importance of effective collaboration and problem-solving, and I’m excited to translate my skills to this position.

I am confident I am the perfect candidate for the Marketing Coordinator position, not only because of the skills and experience I’ve listed above, but also because I am passionate about your mission of improving people’s lives with beautiful yet functional goods. This enthusiasm, combined with my work ethic and experience, will make me an asset to ABC Corporation and will allow me to contribute to the company’s success.

I look forward to discussing the position and my qualifications with you in more detail. Please do not hesitate to reach out if you have any questions. Thank you very much for your time and consideration.

Sincerely,

[Your signature]

[Your name]

[Your email]

[Your phone number]

**Tips for success:**

• Follow this format:

– The first paragraph is where you introduce yourself, your skills, and your   
 experience, as well as let the hiring team know why you want the job.

– The second paragraph should be the longest, as it details your skills.   
 Make sure you explain how your knowledge and education can benefit   
 the company.

– The third paragraph explains why you would be a great fit in the company’s   
 culture and briefly sums up your experience.

– The final paragraph invites the hiring team to reach out to you for next steps. Don’t forget to thank them for reading!

• Use specific examples to describe your experience and accomplishments.   
 Numbers or percentages are a great way to beef up your examples.

• Research the company and tailor each cover letter for the unique job description.

• Depending on your industry, you can make your cover letter more or less formal.

• If you’re looking for help creating a cover letter for a specific job title, check out   
 Indeed’s library of cover letter templates.