

March 15, 2017

Ms. Megan Hansen, Manager
Stitch & Feather
3389 Imperial Highway, Ste. 3D
Brea, CA 92823

Dear Ms. Hansen:

The retro style of your online presence and the uniqueness of the clothes in your three stores has made Stitch & Feather my favorite shopping destination. Working for your company would be a dream come true. Imagine my delight when I found your listing for a public relations intern at Cal State Long Beach, where I am a Communication/PR major!

You are looking for an intern with an interest in fashion who possesses strong research and communication skills. I have a great passion for the fashion industry and started sketching my own designs when I was sixteen. In my attached résumé, I'm providing a link to my online portfolio and LinkedIn profile, where you can browse some of my creations. You will see that my academic record is excellent, as my GPA of 3.75 demonstrates. My classes in Communication, Sociology, and Psychology have prepared me well for a career in PR or advertising. I have developed analytical, research, and communication skills.

In addition to academic know-how and writing skills, I have internship experience in public relations acquired with Approach PR in Venice, California, a boutique agency serving many fashion industry clients. While there, I received invaluable hands-on training in preparing news releases and media alerts. I also monitored and independently responded to social media posts and reviews for client companies. My phone skills are impeccable, honed in regular contact with clients.

As a full-time student, I worked as a server at Olive Garden for four years. I learned to function well under pressure in a fast-paced environment and learned crucial people skills.

The rapid growth of Stitch & Feather fascinates me, and I am naturally drawn to the style your company represents. I would enjoy working for such a dynamic, growing company. My schedule is flexible, and I would welcome an interview to discuss further how my skills and qualifications closely align with your internship position.

Sincerely,

Joanna Houston

Joanna E. Houston

Enclosure

Solicited Cover Letter

Uses interesting letterhead

Joanna E. Houston

March 15, 2017

Ms. Megan Hansen, Manager
Stitch & Feather
3389 Imperial Highway, Ste. 3D
Brea, CA 92823

Addresses proper person by name and title

Dear Ms. Hansen:

Crafts a catchy opening and identifies the job

The retro style of your online presence and the uniqueness of the clothes in your three stores has made Stitch & Feather my favorite shopping destination. Working for your company would be a dream come true. Imagine my delight when I found your listing for a public relations intern at Cal State Long Beach, where I am a Communication/PR major!

Shows enthusiasm and relates schooling and experience to the job sought

Refers reader to résumé and discusses schooling

You are looking for an intern with an interest in fashion who possesses strong research and communication skills. I have a great passion for the fashion industry and started sketching my own designs when I was sixteen. In my attached résumé, I'm providing a link to my online portfolio and LinkedIn profile, where you can browse some of my creations. You will see that my academic record is excellent, as my GPA of 3.75 demonstrates. My classes in Communication, Sociology, and Psychology have prepared me well for a career in PR or advertising. I have developed analytical, research, and communication skills.

Provides details supporting her claims

In addition to academic know-how and writing skills, I have internship experience in public relations acquired with Approach PR in Venice, California, a boutique agency serving many fashion industry clients. While there, I received invaluable hands-on training in preparing news releases and media alerts. I also monitored and independently responded to social media posts and reviews for client companies. My phone skills are impeccable, honed in regular contact with clients.

Discusses relevant experience

Reiterates motivation and asks for an interview

As a full-time student, I worked as a server at Olive Garden for four years. I learned to function well under pressure in a fast-paced environment and learned crucial people skills.

Presents additional relevant skills

The rapid growth of Stitch & Feather fascinates me, and I am naturally drawn to the style your company represents. I would enjoy working for such a dynamic, growing company. My schedule is flexible, and I would welcome an interview to discuss further how my skills and qualifications closely align with your internship position.

Sincerely,

Joanna Houston

Joanna E. Houston

Enclosure

6530 E. Marina Drive | Long Beach, CA 90803 | cell 562.426.3120 | jehouston@gmail.com

Intended for classroom use only--posting or wide distribution with authors' permission only © The Guffey Team, 2017