

COVER LETTER: *Printed*

Johanna Senior
1548 Harrison Blvd
Ogden, UT 84403
(801) 365-2975
johannasenior@mail.weber.edu

February 10, 2015

Andrew Patterson
Senior Recruiter
American Red Cross
2525 Jovial Lane
Salt Lake City, UT 84044

Dear Mr. Patterson:

Please accept this letter of application for the Marketing Assistant position listed on your organization's website. I am motivated to pursue a career in the non-profit sector based on my past volunteer experience and feel confident in my abilities to help the American Red Cross succeed.

As a student at Weber State University, I participated in several local Habitat for Humanity projects and witnessed the completion of two separate homes built for families in need. Through a marketing campaign I designed and collaborated with other students, I helped Habitat for Humanity raise an extra \$500 to purchase small toys for the children who would move into the new homes. Observing and working closely with the site leaders taught me the significance of recruiting, motivating and retaining volunteers in the nonprofit world, and piqued my curiosity in the industry.

My experience as the Social Coordinator of the Weber Associates of Marketing (WAM) club also required me to develop effective and creative communication strategies to achieve success with my teams. For example, leading WAM as Social Coordinator required me to schedule, plan and promote several recreational activities for approximately 50 members. These skills and experiences provide me with a level of maturity and a propensity for thinking on my feet, which will make me an asset to the American Red Cross.

Thank you in advance for your consideration. I hope to be given the opportunity to contribute to the growth and success of your organization. My resume is enclosed for your review. Please contact me by phone (801) 365-2975 or by email at johannasenior@mail.weber.edu if you have any questions about my application materials or wish to arrange a meeting. I look forward to hearing from you soon.

Sincerely,
Johanna Senior

1 YOUR CONTACT INFORMATION

2 DATE YOU SEND THE LETTER

3 EMPLOYER CONTACT INFO

Obtain from recruiter or website:

- Name
- Position/Title
- Company
- Company Address

4 SALUTATION

If you have the name of the person, use it. If you do not have the name of the person, you can use:

- Dear Hiring Manager
- Dear Sir or Madam
- To Whom It May Concern

COMPLEMENTARY CLOSE

- Sincerely
- Respectfully
- Regards
- Thank you

SIGNATURE

Leave space for a handwritten signature on all hardcopy cover letters

5 BODY OF COVER LETTER

PART 1:

Who you are and what you're seeking. Mention referrals here.

PART 2:

Why they should hire you: use their words. Include your strongest qualifications matching the needs outlined in the description.

PART 3:

Call to action: expected next steps.



WEBER STATE UNIVERSITY
Goddard School of Business & Economics

COVER LETTER: *Email*

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Application for Marketing Assistant - Johanna Senior

To hiringmanager@job.comCc Bcc

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1 SUBJECT LINE

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4 COMPLEMENTARY CLOSE

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5 SIGNATURE

Include your contact information in the email signature.



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