

Gaylord Camel

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Ms. Bethany Abernathy, Human Resources Director
The Smithsonian National Zoological Park
155 Connecticut Avenue
Washington, D.C 12345

January 1, 2016

Dear Ms. Abernathy,

Please accept this letter and accompanying resume for your **Communications Coordinator** posting. I was excited to learn of this opening from Dr. Bethany Queen, Professor of Anthropology at Campbell University, who has conducted research on gorillas at the National Zoo for five years. Having earned a B.A. in Anthropology with a minor in Psychology from Campbell University, I have a solid foundation to serve as a valuable asset to your team.

As a life-long visitor to the National Zoo, my involvement prompted my choice of academic major and several projects related to it. I am a firm believer in the educational and cultural value of the National Zoo, as well as the many programs the Zoo enacts to engage with students, especially in the D.C. public school systems. This sustained interest in the Zoo's mission and activities inspired me to submit my application.

My significant related experience demonstrates that I am an ideal fit for the Communications Coordinator position. As a marketing intern with the Indianapolis Zoo, I helped create a safari adventure guide tailored for elementary school children. To ensure the guide's effectiveness, I coordinated focus groups consisting of teachers, children, and parents.

This project enhanced my ability to communicate with the public and serve as a spokesperson for the Zoo. In creating the Zoo's first Instagram account, I took pictures of the new panda exhibit and kept the public informed of their daily activities. It resulted in over 10,000 followers in only two months. As you seek to modernize the National Zoo's brand, my knowledge of Instagram, as well as Twitter and Facebook, showcases my ability to achieve this initiative.

Finally, as a member of the Campbell University lacrosse team, I balanced the demanding schedule of a full academic course load, with team practices requiring over 25 hours a week, and regular travel. As a result, I have the time-management and organizational skills required to prioritize and meet deadlines, and graduated with a 3.4 GPA.

At your convenience, I would like to meet with you to further discuss my qualifications. Should you have additional questions, feel free to contact me. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Jane Doe

Commented [KF1]: Your name should be in a larger font, bolded, and centered at the top of your cover letter. Do not put this information in the header.

Commented [KF2]: Your location, current phone number and email should be centered and come after your name. Do not include your physical address, any the city and state abbreviation. Be sure to use a phone number and email that you have daily access to. You may also include your LinkedIn profile URL here, but it is not required. Do not put this information in the header.

Commented [KF3]: This is the contact information for the hiring manager. You need to include their name, title, organization name, and address. This is information you may receive directly or you may have to search for it. DO NOT list this info as 'Human Resources', find the hiring manager to make your cover letter personal.

Commented [KF4]: Be sure to include the date that you are submitting your application, not the date that you are writing it.

Commented [KF5]: Directly address the hiring manager. DO NOT address it as "To whom it may concern,"

Commented [KF6]: Your first paragraph should introduce your interest for the position (write out the position name) and a brief explanation as to way you think you are a good fit for the position.

Commented [KF7]: The next 3 to 4 paragraphs should highlight your experience (work and academic) so that you show the employer that your experience and knowledge align with the responsibilities and expectations they are looking for in their new hire. Ensure that the information you include on your cover letter is aligned with that on your resume.

Commented [KF8]: Your closing paragraph should thank the employer for their time and that you look forward to hearing from them soon. Be sure to digitally sign at the bottom, as seen here.

Commented [KF9]: Your cover letter should only be one page and should include 5 to 6 paragraphs in total. DO NOT include your references on your cover letter. Have them on a separate document and make sure they are up to date.