

**Summary:** This type of cover letter would be used when responding to a job listing or other known job opportunity.

April 1, 20xx  
123 Main Street  
La Jolla, CA 92037

Mr. Tom Jones  
Director of Operations  
XYZ Company  
123 Oak Street  
San Diego, CA 92101

Dear Mr. Jones,

I am applying for the position of marketing assistant with your company as advertised on Career Services Port Triton job listings. This position seems ideal for my experience, education, skills, and career interests and I am eager to contribute my enthusiasm and teamwork to your organization.

Through my major in management science I have obtained solid training in research, writing, and analysis. In addition, I have had several business-related internships in the areas of marketing, sales, and finance through which I have gained a great deal of knowledge about your industry. My main career interest lies in the marketing aspect of the industry and particularly in helping your company expand its client base. My computer skills are top notch as a result of designing and maintaining a web site for the business fraternity on campus. I am confident that through these skills I can make an immediate contribution to your team.

I would be very interested in discussing this opportunity with you further. I will call you in a few days to see if we can arrange a mutually convenient time to meet. In the meantime, please feel free to contact me at 858-555-1111 or email [gsmith@ucsd.edu](mailto:gsmith@ucsd.edu).

Thank you for your consideration. I look forward to meeting you.

Sincerely,

Ginny Smith

**Summary:** This type of cover letter would be used when trying to get an interview with a company for which you would like to work when there is no known opening or published job listing.

May 12, 20XX

Katherine Dryer  
Vice President for Marketing  
Major Appliance, Inc.  
Industry Drive  
Los Angeles, CA 90023

Dear Ms. Dryer:

The problem of how to reach the Latino consumer in the Southwest is an interesting one for Major Appliance as well as other corporations. I believe part of the problem lies in the lack of understanding about consumption patterns and how family decisions are made in Latino families. Also, most marketing and advertising firms are unfamiliar with Spanish language media, which should be a major vehicle for reaching this community.

Based on my experience working in that community as a researcher and program evaluator, I have drawn up a list of features for your new line of refrigerators and washers that I think would be particularly appealing to the Latino community. I have also made a partial list of media outlets that I believe would be good for advertising.

I'll plan to call your office next week to see if there is a time when we could get together to discuss these ideas. A copy of my current resume is enclosed.

Thank you for your consideration.

Sincerely,

Raoul Mendoza

**Summary:** This type of cover letter would be used when responding to a job listing or other known job opportunity.

February 12, 20xx

1234 La Jolla Village Dr.  
La Jolla, CA 92093

Ron Jones  
Director, Human Resources  
ABC Company  
1234 My Way  
San Diego, CA 92020

Dear Mr. Jones:

I recently learned about the Public Relations summer internship position open in ABC company through the UCSD Career Services Center and would like to be considered for this position. I have had the opportunity to speak with Ms. Carson in the Public Relations Department about the position and about your company's goals for the future.

Because ABC Company is trying to increase its marketing efforts in the 18 – 24 year old demographic, I believe my skills and experience, not only as a college student but also in the field of public relations and marketing can greatly benefit your company and its goals. As you can see from my resume, I have a strong knowledge of computer applications in the field and have developed excellent writing skills through my position as a staff writer at my high school newspaper. In addition, I have experience communicating with the public and with corporate entities through my family's business.

After you've had an opportunity to review my resume, I'd like set up an appointment to talk with you further about how my skills and experience could benefit your company. I will contact you in about a week to see about this possibility. Thank you for your consideration.

Sincerely,

Barbara Business  
(858) 555-1234