# Cover Letter Sample Layout

**Your address**

**Your telephone number**

**An email address (optional)**

**The date**

Dear Ms. X/ To whom it may concern,

(Ideally, you’ll be able to find out who to address your cover letter to)

**Paragraph 1 – Your opening:**

* State why you’re ideal for the role and why you want it
* Show off your knowledge of the company
* Adjust your tone to suit the industry and company you’re applying to

**Paragraph 2 – Your sales pitch:**

* Say how you’re qualified for the job, referring to skills listed in the job description
* Highlight hard skills, soft skills, education and experience
* Discuss a past project, which is relevant to the role
* If this role is different from your past experience, explain why you’re applying

**Paragraph 3 - Closing statement:**

* Say thank you
* State your availability
* Sign off

Yours sincerely,

Your name.

# Cover Letter Example

10 Main Street,

Dublin 2.

**Ph:** 087 777 6666

**E-m:** ciara@hireme.ie

1st March 2020

Dear Ms. Joyce,

I’m applying for the position of social media manager, as advertised on your website. As well as having two years’ experience in digital marketing, I just received a MSc from UCD. I would love the opportunity to bring my skills, creativity and analytical reasoning to this role. Because your agency is involved in so many striking campaigns (your work for Terry’s Tea was genius!), I know I would learn and grow so much with your team.

Having worked as an in-house marketing executive for both X-ly software and Ireland Bank, I have experience creating social content for various audiences. I know my adaptability and communication skills would be of benefit to your clients. While my familiarity with tools, such as Sprout Social, Snaplytics and Google Analytics would allow me to provide in-depth reporting.

As part of the work experience for my Masters degree, I introduced Instagram to the Student Union’s marketing strategy. This increased their website traffic by 15% over three months. Because I enjoy working with social media so much, I now want a role specialising in this area.

Thanks for taking the time to go through my application. I would love to discuss this role with you further. I am free for an interview any time and look forward to hearing back.

Yours sincerely,

Ciara Kerrihy.

***Once you’ve completed your perfect cover letter, feel free to send it over to the team at*** [***Prosperity Recruitment***](https://www.prosperity.ie/contact) ***for assistance with your job hunt :)***