

LUC WRITING CENTER – “COVER LETTER EXAMPLES”

ANTONIO GIONASI PUBLICITY ASSISTANT POSITION

This position is open to all undergraduate students in English. Once accepted, the publicist for the 2018 Antonio Gionasi Symposium (May 1, 2018) will begin work at the commencement of the spring semester.

Duties include composing and sending invite letters, designing the Gionasi flyer and program, updating the web site, and advertising the event on social media. An ideal candidate will possess strong verbal and writing skills, creativity, and meet all deadlines.

Besides a check for \$200, the publicist will receive valuable experience, a personal recommendation, and a waived conference fee to the next Antonio Gionasi Convention. The Antonio Gionasi Symposium will also finance one night of his or her hotel stay at the AGC.

Submit a letter of application with a CV by email. The fixed deadline for applications is October 10th, 2017.

Gregory Smith
Professor of English
Chair, Antonio Gionasi Committee.

Jenny Cho reads this email and decides to apply for the position. She believes she has the media skills and abilities required, and already is familiar with the work of the famous poet Antonio Gionasi. After writing a short, but detailed letter about her qualifications, she is careful to check her work for any spelling errors or grammatical mistakes. She also makes sure that she has included accurate personal information and contact details. Jenny sends the email and waits for Dr. Smith to respond [Page 2]

Dr. Smith reads Jenny’s cover letter and is immediately impressed. Not only has Jenny taken the time to visit the department’s website, she has also correctly addressed her cover letter and clearly outlined both her abilities and her experience.

Mark Lindel finds out about Dr. Smith’s email and decides to apply for the position. Like Jenny, he believes he has the skill set required by the Antonio Gionasi position. However, Mark is in a hurry and forgets to include Dr. Smith’s contact details. He even forgets to put his own contact details. There are several spelling and grammatical errors that Mark could have noticed and corrected if he had only read his cover letter out loud to himself before sending it. [Page 3]

Dr. Smith appreciates Mark’s effort in sending the cover letter, but seeing the spelling errors makes him nervous about Mark’s ability to design and write the Antonio Gionasi poster and brochure. He wants a careful publicist who will double-check his or her work. Mark also seems extremely busy with multiple existing commitments.

Like Jenny and Mark, **Sarah Jones** notices Dr. Smith’s email, and a few weeks later on October 11th, she begins writing a cover letter to apply for the position. However, she doesn’t realize that the deadline has already passed. She also writes very quickly, leaving out her contact details, and making multiple spelling, punctuation, and capitalization errors. Worst of all, she addresses Dr. Smith informally as if he is a close friend or her peer. [Page 3]

Dr. Smith notices that the extremely overdue letter is full of spelling, punctuation, and capitalization errors. He wishes that Sarah had taken more time to compose her letter and had sent it earlier so that he could have considered it. In his position, he cannot afford to hire a publicist who is unable to write, respond promptly, or meet deadlines.

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Good Cover Letter:

Jennifer Cho
4125 Greenwich St.
Chicago, IL 60624
(630) 465-7189
mjay1@luc.edu

October 1st, 2017

Dr. Gregory Smith
Professor of English
Loyola University Chicago
1032 W. Sheridan Road
Chicago, IL 60660
Loyola University Chicago

Dear Dr. Smith,

I would like to submit my application for the Antonio Gionasi publicist position, as per your recent advertisement. Though I am studying full-time in Loyola’s English MA program, I anticipate having adequate time to punctually perform my duties, especially during the spring semester. If necessary, I can begin assisting as early as November 2017.

Website design is a continuing fascination of mine. On my CV I have included the links to my personal website and my blog, both of which I designed myself using GoDaddy and Weebly.com. Currently, I also operate a personal Twitter account under the name @mjay1 and the professional account “Dance4Chicago” for Dance4Chicago’s studio as part of my photography internship for that company. Though I cannot find an existing Twitter page for the Gionasi Symposium, I saw a Wordpress blog and a few articles from the LUC English and Modern Languages and Literatures departments’ webpages. To better increase awareness of the Antonio Gionasi Symposium, I could create a permanent website, Facebook/Twitter accounts, or blog, regularly updating those media platforms and tweeting to participants and attendees.

Besides my interest in this position’s multimedia possibilities, I would value the opportunity to acquire and perfect new assistantship skills and the chance to be in company with experts, teachers, and enthusiasts of Gionasi’s life and poetic works. Last year I had the privilege of presenting an essay on Gionasi’s editorial relationship with the famous editor Markus Leopold at the Antonio Gionasi Convention in Baltimore, Maryland. Involving one of my literary interests as it does, this publicist position appeals to me as a great avenue for personal exploration.

Looking forward to hopefully working with you soon!

Yours,
Jenny Cho

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Bad Cover Letter:

October 9, 2017

Dr Smith,

One of my digital media teachers heard you were looking for a publicist and thought I would be a good fit for the job. I've had a lot of experience with media platforms and think that that sort of experience would come in handy with this type of position.

Since I'm very interested in how 21st century technology can inform and connect our world, I tend to seek out projects that spark my creativity. You'll be able to look at them all on my resume, but I'll just mention the most current ones here.

Over last spring semester I ran an Instagram account that followed Chicago runners training for marathons. Every morning I got up early and went down to Lake Shore Drive to meet the runners, wait for them at different places around the city, and then interviewed them for the blog about how they felt and what they wanted to do through running. I also had a media internship with Senator Spritzer during the summer in Springfield and updated his website and twitter account whenever he had some new information he wanted his constituents to know about. Now I'm working at a media internship for the Chicago Bulls and at 45.6 FM radio out by Northwestern to help with their publicity.

I think I could bring a lot to this internship and would be excited for the opportunity. Let me know what you think!

Yours,
Mark Lindel

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Really Bad Cover Letter:

Hey, Gregory!

I saw your ad for a new publicist and decided I would love to apply! Even though I'm really busy most of the time some days I'm free and studying in Cudahy and could make some free time for your event.

You want someone good with computers and website design. In high school i was on yearbook committee and made a good grade in my computer class. I have a Facebook and twitter account like everybody else and take really good pictures that I photoshop. So I could take pictures and put them on a Facebook page for your event. I even have my own camera!

Just email me when you know what you want me to do.

I'm really excited to start working at this internship!
~Sarah