Week 9
Cover Letter
Lesson 1

Professional English

📖 Week Objectives

Lesson 1 – Learn Cover Letter structure

Lesson 2 – Learn Graduate Curriculum Vitae structure
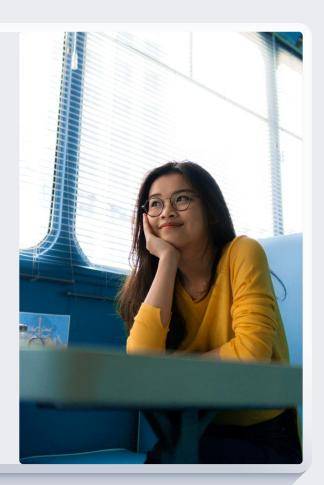
Lesson 3-4 – Discuss and present SWOT conclusion part

Lesson Objective

- Learn Cover Letter structure
- Create your own Cover Letter

Warm up

What is a Cover Letter?
When do you need it?
How popular is Cover Letter in the
Kazakhstani job market?

Why do you need to learn about Cover Letter writing?

In your opinion, what is the most effective way of finding employment in Kazakhstan? Why?

Watch the video on how to write a graduate cover letter **https://www.youtube.com/watch?v=BTY2lVXyjv8**

According to the video:

- How many parts are there in a Cover Letter?
- What font sizes are most appropriate?
- Is it advisable to write two or three page long Cover letters? Why? Why not?
- Do you agree that using clichés and well-known set expressions are good in your Cover Letter?

Key Elements of a Cover Letter

What information about yourself should you include first?

Information about you:
Name
Current home address
Telephone number

Also include:

Date

Include a date as you would do with any business letter

Contact Person's Name, Title, Employer, and Address

https://www.washington.edu/doit/key-elements-cover-letter

Salutation

Choose the appropriate way to address the contact person.
For example:
- Dear Mr. Johns
- Dear Ms. Smith

Cover Letter Body

Opening Paragraph
In the opening paragraph tell how you learned about the position. You may, for example, know of a job through:
•a classified advertisement
•the Internet
•personal referrals

Middle Paragraph
This paragraph gives a summary of your background and critical skills (hard skills) that make you qualified for the position.

Second Middle Paragraph
This paragraph can be used to demonstrate your persuasive skills (soft skills).

https://www.washington.edu/doit/key-elements-cover-letter

Contact Information and Closing

- Talk about your availability for the job
- Where you can be contacted
- Your anticipation for a response
- Thank the person to whom you are writing for his/her time and consideration of your application

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A cover letter is more than just a formality or courtesy **–** it is **an opportunity to impress**

Tips for the perfect cover letter

- **Tailor to the organisation** (rewrite your cover letter every time you apply for a position in order to target the company)
- **Format** (proper and consistent)
- **Identify your USPs** (unique selling points)
- **Include examples** (back up your claims)

In conclusion:

Kelly Miller. © The Balance 2019

Example

Cover Letters

Software Developer Cover Letter Sample

Esther J. Steward
Software Developer
1381 Fincham Road
Palm Springs, CA 92262
313-835-4424
EstherJSteward@gmail.com
linkedin.com/in/estherjsteward

Palm Springs, 3/22/2021

Lucille W. Kenyon
Head of Technology
Baey Inc.
1867 Sycamore Street
San Jose, CA 95131

Dear Lucille,

Yesterday, the application I designed and developed hit over 600K downloads on the App Store. Not only my improvements to the company's programming languages made OHi sky-rocket the revenue (+200% in six months), but they also affected the company's recognisability among tech giants. While I was reading your job posting, I'd felt from the start that with my matching skills and expertise, we could do better together.

You say you are looking for a developer proficient at designing AI applications for iOS. At OHi, my primary goal has been to oversee an iOS developers team that designs, builds, and maintains applications, ensuring a smooth and seamless user experience. My results to date:

- Created a unique fix securing our client's data and preventing data leakage estimated at $2.3M.
- Developed an employee identification application with a face reading scanner which keeps a 92% CSAT score—since the launch.
- 5 out of 5 apps developed in-house reached over 200K downloads.

What impresses me about your company the most is your dedication to fulfilling your mission statements. As a number one fan of your T33B0T and someone who strongly agrees with your vision for the future, I'm positive our KPIs already align.

If you are interested in learning more about how I can be an asset to your organisation, then I'd be happy to schedule an interview via my email esthersteward@gmail.com. Thank you in advance for your consideration.

Kind Regards,
Esther J. Steward, Software Developer

Web Developer Cover Letter Sample

Kartika Widjaya
1234 35th St, #6
Astoria, NY 11106

March 15, 2021

Monique Stanley
Hiring Manager
Steinway Solutions
30-97 Steinway St.
Astoria, NY 11103

Dear Monique,

As a computer science graduate and all-around tech head, I was elated to see your new opening for the junior web developer position. My recently-finished web developer internship experience has shaped my code evaluation and website development knowledge, and I know I have the HTML, CSS, and JS skills to help Steinway Solutions succeed.

https://zety.com/blog/web-developer-cover-letter-example

During my web developer internship at Brooklyn Media, I developed numerous skills and strengthened existing abilities, all which would serve me well at Steinway Solutions. My webdev internship honed my aptitude with object-oriented programming, user interfaces, wireframes, and python, among other areas.

Several of my achievements while at Brooklyn Media included:

- Increased website code efficiency (reduction) of 5 client projects by over 50% each
- Collaborated on a client project which won the 2018 CSS Design Awards for UI Design, UX Design, and Innovation

As these few wins show, I am not only fond of the web development work that I do, but I take great pride in it, as well. If given the chance to become a web developer at SS, I will bring that same work ethic and drive.

https://zety.com/blog/web-developer-cover-letter-example

I would enjoy an opportunity to chat about your upcoming projects and plans and share with you how my achievements at Brooklyn Media can be replicated and improved at Steinway Solutions.
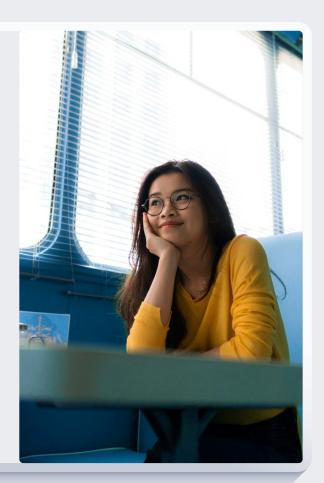
Sincerely,

Kartika Widjaya

Did these cover letters

- Have all the intro elements we have discussed earlier?
- What about the main parts? Did they use any facts to prove their claimed skills?
- Are these letters tailored to the organization?
- How appropriate are their concluding parts?

Thanks!

Any questions?

For the Final Exam

Bring your Cover Letter
If you need feedback you can show it during one of the classes