



The cover letter uses a more creative opening, such as an anecdote that highlights one of your top qualities, and ideally explains it in a way that shows how likeable you are.

To use this approach, think about quirky but impressive things in your own background that could contribute to an employer's goals in unexpected ways.

Your Mailing Address

MM/DD/YYYY

Company Mailing Address

Dear Hiring Manager:

In college, I worked as a lifeguard at Rehoboth Beach, Delaware. One day, as I was baking in the July heat, I noticed a man being carried out by a riptide. He was just a dot, floating too far out, waving his arms weakly. I noticed because I was trained to look for riptides, but also because I stayed fresh on the job. I took care of myself, observed shift changes, and never missed a training session. My skills stayed sharp and at the moment I was needed, I was able to guide the man back to shore.

I am not exceptional. Our team rescued 123 people that summer, but this experience has influenced the way I approach my work. As a Social Media Marketer, I am ever vigilant for opportunities. I keep my skills sharp, my mind fresh, and I know the value of following team protocol. I specialize in developing benchmarks and fanatically monitor the impact of social media programs using analytics, KPIs, and dashboards. I also excel at collaborating across teams respectfully and enthusiastically to execute marketing plans.

I would love to work with your firm. Your team is at the top of its game, winning the X award 2 years in a row. I believe I can uphold your high standards if given the chance. You can reach me by email at youtemail@jhu.edu or by phone at 123-456-7890. Thank you for your time and consideration.

Sincerely,

Ivan A. Job

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