



Writing a Cover Letter

A cover letter usually accompanies each CV you send out. A cover letter should complement your CV and it is your first written contact with the potential employer. So make sure it creates a lasting impression.

You should devote the necessary time to writing your cover letter and include the following:

- Address properly the person you are writing the letter to. Write the date, their name, company name, and address on the top of the page.
- Specify the reason why you are writing the letter.
- Indicate the position you are applying for, and how you found out about it.
- Explain your interest in the organization and your enthusiasm for the job.
- Illustrate how your abilities relate to the qualifications of the position.
- Highlight your achievements, most relevant skills, and experiences.
- Sign the letter by your name, and your address.

Sample Cover Letter

January 1, 2009

Recipient's First Name Last Name

Company Name

Company Address

Dear Mr. X,

I am a recent graduate from X University majoring in Business Administration with a minor in Marketing, and I am extremely interested in the Marketing Coordinator position with Company X.



I would be a great asset to your company based on my college coursework and prior marketing internship experience. My experience includes completing a major project in my Introduction to Marketing course through the Management and Business Department at X University. This course included a group project where 4 teammates and I analyzed the organizational structure and developed a marketing strategy for a major company. As a group, we did a major analysis of the current financial structure of the company and presented to the Board of Directors in a final report based on our findings. This experience provided solid business experience in research, analyzing data, teamwork, and presentation skills and provided an opportunity to present to major key players in high level management at the corporate level. In addition, I have learned a great deal about marketing techniques through my coursework in marketing strategies and marketing research.

My real life experience in marketing is from my previous internship with Company X. I had an opportunity to develop my teamwork abilities by working on group projects with other interns. This internship offered a chance to gain skills in the real world that allowed me to use what I learned in my academics and apply them to developing marketing objectives and strategies for organizations.

I attached my CV along with this letter. Thank you for your time and consideration in reviewing my materials. I will contact you in one week to discuss my qualifications and would welcome the opportunity to discuss in further detail my skills and experience to date. I look forward to speaking with you.

Sincerely,

First Name Last Name

Your Address

Prepare Your CV

Your CV, short for curriculum vitae, is a reflection and a summary of your background, education, experience and skills. Very rarely will you meet with the employer before your CV is presented to him/her, therefore your CV should be very well written and clear. It is your marketing tool and very essential for your job search.

The importance of your CV will be reflected by putting the right information in it. In this section I will show you what to include in your CV and provide you with an example of a well written CV.

- You can start your CV by stating your career objective. It is important (but not critical) to be included so that employers will know what you want in life and for you to shape a definite path professionally.
- Then you should include your **contact information**:

Name:

Address:

E-mail:

Phone Number (preferably mobile phone):

Fax Number (if available):

- The next step is to mention your **personal information** such as:

Date of Birth:

Place of Birth (optional):

Citizenship:

Visa Status:

Gender:

Marital Status (optional):

- Then you will need to list your **employment history**, listing the present or most recent position first.

Work History and location

Dates

Job Description

- After employment, comes **education**. Also listing it in most recent to last
Majors, degrees, and certifications
Universities, colleges, and schools
Dates
Include awards if any, plus any additional research and training sessions.
- Finally, you can include your **interests** and **skills**.

CV Tips

Your CV Should:

- Be accompanied by a cover letter.
- Be one or two pages at the most.
- Always highlight your skills and job experiences to match those of the job you are applying for.
- Be typed.
- Have been spell checked and proof read for grammatical errors (have more than one person to proof it for you).
- Use general and clear vocabulary ,different synonyms to avoid repetition, and action verbs.
- Have short sentences and the same tense throughout the CV.

Your CV Should Not:

- Have a title (Employers already know it's a CV).
- Have too much detailed information. Provide titles and brief summaries of your work.
- Be on colored paper, it should be on white, beige on neutral paper instead.
- Have a photograph unless requested.
- Have references unless requested.
- Have abbreviations as people may not understand them.



Sample CV

Street X, P.O. Box XXXXX

Dubai, UAE

Mobile: xxx-xxx-xxxx

e-mail: name@mail.com

First Name Last Name

Objective: To find a challenging position in the Marketing field to meet my competencies, capabilities, skills, education and experience.

Personal Information:

Nationality: Country

Date of Birth: November xx, 19xx

Visa Status: Student Visa

Gender: Female

Experience:

July 2007-September 2007 Marketing Company X

Dubai, UAE

Summer Intern

- Provide support for implementing and developing marketing strategies relating to promotion, advertising, communications, promotions, media relations, events and other marketing tools.
- Work with other team members to develop and implement programs that effectively support the organizations marketing strategies.
- Assist with coordination of organization's participation and appearances at promotional events, public fairs and festivals, includes the development of informational pieces designed for each event.
- Organize and archive all printed advertising, media coverage, web media coverage and promotional materials.



Education:

September 2005 – June 2008 University X Dubai, UAE

Bachelors of Arts in Business Administration, Minor in Marketing

October 1990 – June 2005 School X Dubai, UAE

High School Diploma

Skills:

Microsoft Office: Excellent

Languages: English – read, speak, and write

French - read, speak, and write

Arabic- native

References:

Available upon request

The Job Interview

The job interview gives the potential employee (you) and potential employer a chance to learn more about each other. It is an opportunity for you to present yourself to the company and prove that you deserve the job. During the job interview, the employer or hiring manager will determine whether or not you are qualified for the position, therefore you will proceed further in the interview process or might be offered the job right away. Therefore it is very important to be well prepared for an interview.

Preparing for the Interview:

- Research the company and the people you will meet at the interview.
- Explore current industry trends and make sure you are well informed about the job profile and role you are interviewing for.
- Dress appropriately. If in doubt it's probably best to dress fairly conservatively and in something you feel comfortable with. Wear a conservative colored suit with a coordinated shirt or blouse. Your clothes are your image. Do not wear too much perfume/ cologne and do not overdo the makeup and arrive well groomed.
- Think about a list of questions you might want to ask during the interview and write them down.
- Know your strengths, weaknesses, skills, goals, preferences, etc...The more you know about yourself, the more confident you are likely to appear at the interview.
- Print out a few copies of your CV, your job application, and any material you think is relevant to the position such as a report you've written or a brochure you've produced. The interviewer might not want to look at them, but that will show you are well prepared.

Interview Dos

- ☑ Know the exact location of your interview. Arrive on time or a few minutes early.
- ☑ If presented with an application, fill it out neatly and completely. Don't attach your CV unless you're told to do so.
- ☑ Offer a firm handshake, make eye contact, and have a friendly expression when you are greeted by your interviewer. Wait until you're offered a chair before sitting. Sit upright, look alert and interested at all times.
- ☑ Listen carefully and respond fluently. Look the interviewer at all times in the eye while speaking.
- ☑ Early in the meeting, try to get the interviewer to describe the job and the duties to you so you can focus your responses on your

- background, skills and accomplishments that relate to the position.
- Ask for clarification if you do not understand a question.
 - Be sincere and truthful while communicating your professional achievements that relate to the job opening.
 - Have your own questions prepared at the end of the interview.
 - Make sure you understand the employer's next step in the hiring process; know when and from whom you should expect to hear next. Know what action you are expected to take next, if any.
 - Write a thank you letter after the interview to the interviewer promptly.

Interview Don'ts

- Don't answer with a simple "yes" or "no." Explain whenever possible.
- If you don't understand a question - or need a moment to think about it - say so. Never pretend to know something when you don't.
- Don't rely on your application or CV to do the selling for you. Interviewers will want you to be convincing.
- Don't make negative remarks about present or former employers.
- Don't chew gum or smell like smoke.
- Turn your mobile off. If for any reason it rang during the interview, ignore it and apologize for it.
- Don't give the impression that you are only interested in salary; don't ask about salary and benefits issues until the subject is brought up by your interviewer.
- Don't act as though you would take any job and that you're desperate for employment.