

Guía 1er Ciclo:

Cover Letter (Carta de Postulación)

- **What is a Cover Letter?**

A cover letter is a way to introduce yourself to a potential employer. A cover letter describes your experience and abilities, gives some sense of your personality, and communicates what makes you the best person for the job.

- **Parts of a Cover Letter:**

1. The 1st section of your cover letter is going to be a header that includes your contact information. You're going to list your **name**, your **address**, your **phone number**, and your **email address**. For example:

Hank Hill
123 Rainey St.
Arlen, Texas
(123) 456-7890
Hank.Hill@gmail.com

2. The 2nd section of your cover letter is going to be the employer's contact information and date (**company name, address, email address**). For example:

October 18, 2019

Jane Rodriguez
Director, Human Resources
Fit Living
123 Business Rd.
Business City, NY 54321

3. The 3rd section of the cover letter is **The Body**. A cover letter is limited to 3-4 paragraphs, each with a distinct purpose.

The opening paragraph introduces you to the employer and expresses interest in the job. It includes: a greeting, using the person's name or Dear Sir or Madam. (introducción y expresar interés por el trabajo)

The middle paragraph describes the experience and skills that make you right for the job. For example: - two years as a secretary at a moving company - knowledge of word processing and spreadsheets - completed adult education course, etc. (Describe experiencia y habilidades)

In **the closing paragraph**, sum up your skills, restate your interest, and refer to any material you've enclosed. For example: - I would like to pursue a career in real estate - résumé enclosed - thank you for your consideration - signature with your name and address (resumen de tus habilidades y reafirmar tu interés)

Example of a Cover Letter:

Joseph Q. Applicant
123 Main Street, Anytown, CA 12345 · 555-212-1234 · josephq@email.com

October 18, 2019

Jane Smith
Director, Human Resources
Fit Living
123 Business Rd.
Business City, NY 54321

Dear Ms. Smith:

I'm writing to apply for the position of Social Media Manager for Fit Living. I have three years of experience as a Social Media Assistant for Young Living, and I believe I am ready to move up to the manager position.

In your job posting, you mention that you want to hire a Social Media Manager who understands the Internet and social media trends. During my time at Young Living, I was given the responsibility of increasing follower numbers on Instagram. I explained to my manager that I would be happy to do so and that I would also



work hard to increase follower participation because engagement has become an important metric.

Within six months, I increased our followers by over 50 percent and increased engagement by 400 percent. Currently, I'm working to build a following with the best influencers in our niche.

When I saw the job opening, I knew it was the perfect opportunity to offer you both my social media marketing skills and people skills. I've included my resume so you can learn more about my educational background and my work experience. Thank you for your time and consideration.

Please feel free to email me or call my cell phone at 61-31266-104. I hope to hear from you soon.

Sincerely,

Your Signature

Joseph Q. Applicant

Activities

- I. Where do the following sentences belong in a cover letter: opening, middle, or closing? (Las siguientes oraciones corresponden a qué párrafos de una carta de postulación?. Escoge la alternativa correcta)
 1. With this letter there is a copy of my CV. I can also provide references from the restaurants where I've worked in the past.
 - a) Opening paragraph
 - b) Middle paragraph
 - c) Closing paragraph
 - d) Doesn't belong
 2. I have been in telephone sales more than two years. I was the top earner at my last job for six months in a row.
 - a) Opening paragraph

- b) Middle paragraph
 - c) Closing paragraph
 - d) Doesn't belong
3. I saw your advertisement for a night manager in today's paper, and I'm very interested in the job.
- a) Opening paragraph
 - b) Middle paragraph
 - c) Closing paragraph
 - d) Doesn't belong
4. I am very interested in the receptionist's job you advertised in today's newspaper.
- a) Opening paragraph
 - b) Middle paragraph
 - c) Closing paragraph
 - d) Doesn't belong
5. I enjoy working with the public and have a friendly, positive attitude, even under pressure.
- a) Opening paragraph
 - b) Middle paragraph
 - c) Closing paragraph
 - d) Doesn't belong

II. Fill the gap using numbers from 1 to 6 in order to restore the original cover letter

___ Thank you so much for your time and consideration.

Sincerely,

Juan Soto

___ I was excited to see your job listing for the Lead Digital Marketing position at Westward Strategies on Indeed.com. As a dynamic email marketing specialist with over two years of professional experience executing market research, analyzing consumer data, and running A/B tests to drive successful marketing campaigns, I'm confident that I would be a valuable asset to Westward.

___ Your job listing mentions a need for someone who is experienced in email segmentation and campaign development, both of which are areas I have extensive experience in. I'm currently employed at Marketed Inc., where I've honed my skills by running numerous successful email marketing campaigns. While employed here, I've spearheaded a digital promotion campaign for the company's new line of sandals that successfully raised our total online engagement by an impressive 13% over the course of six months, contributing substantially to the department's annual goals.

___ I'm confident that my proven track record of excellent work ethic, unparalleled attention to detail, and high-performing email marketing campaigns will make me an immediate asset at Westward Strategies and allow me to contribute to the team's success.

___ I look forward to discussing the Lead Digital Marketing position and my qualifications with you in more detail. I'm available to talk at your convenience. I'll be in touch next week to follow up and to make sure you've received my application.

___ Dear Hiring Manager,