

COVER LETTER SAMPLE



This is a fictional, generic cover letter, although it is roughly based on an assemblage of the talents and background of various clients. Ideally, cover letters should be customized for each job applied to.

To Whom It May Concern:

I would like to apply for a position as public relations director in your company.

I have over seven years of experience in public relations and corporate communications with a proven track record in driving company growth and exposure in the national media. My analyst relations skills were developed by working with some of the top companies in the United States including Ford Motors, General Electric, Google and Hancock Insurance. As a result of my background, I am used to interfacing with all levels of corporate management and staffing, as well as with clients, vendors and other public relations personnel external to the company I was working for at the time.

My objective is always to enhance corporate image, developing the best and most extensive media coverage for the company I work for. As you can see from the attached resume, I have done so for Sam and Cougar in New York, Blasefield PR, TriState Promotions and Bertrand Mazelli Advertising in Cincinnati. Prior to working in public relations, I was a correspondent for the Washington Post and a speaker for Save the Children. I have a Bachelor's and Masters in Communications from the University of Oklahoma.

I have been fortunate enough in my work to acquire a vast experience in helping develop strategic plans for advancing company growth of various financial,

manufacturing and technology companies through an expanded and more efficient media outreach through exhaustive competitive analysis; and creating advanced intracompany communications in several companies. In the course of my work, I provided effective media placement for PR clients like IBM, Google, Exxon Oil, Georgia Electric, managing a sophisticated staff for developing corporate identity and branding, media relations and advertising.

I would be very happy to be able to speak with you about working with your company in the area of public relations and corporate communications. I have attached my resume and a list of references for your convenience.

Sincerely,