

JANE HUGHES

jstudent@smu.edu ▪ linkedin.com/in/ ▪ 214-768-0000 ▪ Address, City, State Zip

The Cover Letter: Differentiate Yourself

May 8, 2015

Mr. Richard Branson
President
Virgin Companies
1 Virgin Way
London, England

Opening:

- Apply for the job
- Mention how you found out about job
- Describe why you are interested
- Highlight transferable skills

The Sale:

- Highlight transferable skills
- Go deeper than your resume.
- Be qualitative and quantitative

Dear Mr. Branson:

Please accept my enthusiastic application to the Market Development Internship with Virgin Companies. Having chatted with you last month about Virgin, I was excited to look into the opportunities available. Our conversation touched on the future trends for airlines and the leisure sector, as well as Virgin's open corporate culture. Because of my passion for these market segments, and my competitive drive for excellence, I believe I would fit in well at Virgin. Furthermore, I am confident that my analytical detail driven mindset will add value in this position.

Virgin is looking for a candidate who is able to analyze market trends and position its businesses appropriately. I have the experience needed to do just that. As the Customer Growth Intern for XYZ Beverage in Plano, Texas, my projects revolved around this concept. Working with XYZ's management team, I took initiative and organized customer data from marketing resources such as Thompson Reuters for XYZ's top 10 bestselling beverages. Making comparisons in Excel and PowerPoint, I highlighted XYZ's current and previous market positions, and analyzed their strengths, weaknesses, opportunities, and threats. Making recommendations to XYZ management, my collaboration enabled a 5% increase in sales over a 6 month period. Working as the Market Development Intern at Virgin, my analytical skills and knowledge of markets would transfer seamlessly.

Looking forward, I intend to use my experience in analytics and markets to add value in Virgin Companies' Market Development Internship. I am available to talk over the phone, or visit you in person at any time to further discuss my qualifications.

Thank you for your time. I look forward to hearing from you soon.

Sincerely,

Jane Hughes

Jane Hughes

The Close:

- Parallel your opening statement
- Ask for an interview
- Thank the reader for their time
- Ask to hear back