

COVER LETTER AND RESUME SAMPLES

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COVER LETTER SAMPLES

01

 CREATIVE COVER LETTER - **ENGAGING & DYNAMIC**

[Your Name]

[Email Address] | [Phone Number] | [LinkedIn Profile]

[Date]

[Hiring Manager's Name]

[Company Name]

[Company Address]

Dear [Hiring Manager's Name],

I was thrilled to see the opening for [Position Title] at [Company Name], and I couldn't resist applying. As someone who has always been passionate about [Industry/Topic], I believe I can bring a fresh perspective and energy to your team. My skills in [Key Skills] and experience with [Relevant Experience] will help me make an immediate impact at your organization.

At [Previous Company], I was responsible for [mention key duties or projects], where I [mention a result or achievement]. This role gave me the opportunity to hone my [specific skill], and I am eager to apply this to the challenges at [Company Name].

Beyond my professional qualifications, I am drawn to [Company Name] because of your commitment to [specific values, projects, or industry contributions]. I'd love to be part of a team that is making such an exciting difference.

Thank you for your time and consideration. I look forward to the opportunity to discuss how I can contribute to your success.

Best regards,

[Your Name]



[Your Name]

[Email Address]

[Phone Number]

[Date]

[Hiring Manager's Name]

[Company Name]

[Company Address - City, State, ZIP Code]

Dear [Hiring Manager's Name],

I am writing to express my interest in the [Position Title] position at [Company Name] as advertised on [Job Board/Company Website]. With my background in [Your Field/Industry] and my strong skills in [Key Skills], I believe I am an excellent fit for this role.

In my previous position at [Previous Company], I successfully [mention a key achievement or responsibility related to the new role]. This experience has equipped me with the [specific skill set] necessary to contribute effectively to your team.

I am particularly excited about the opportunity to work at [Company Name] because of [reason you're interested in the company or its mission]. I am confident that my expertise in [Specific Skill] and my passion for [Related Interest] would be valuable assets to your team.

Thank you for considering my application. I would welcome the chance to discuss how I can contribute to your team at [Company Name]. Please find my resume attached for your review.

Sincerely,

[Your Name]

[Your Name]
 [Your Contact Information]
 [Date]
 [Hiring Manager's Name]
 [Company Name]
 [Company Address]

Dear [Hiring Manager's Name],

I am writing to apply for the [Position Title] position at [Company Name]. I am confident that my experience in [Specific Area] and skills in [Key skills] make me a strong candidate for this role.

At [Previous Company], I [mention an achievement or responsibility relevant to the new role]. I am excited about the opportunity to bring my experience and passion for [Industry/Topic] to [Company Name].

Thank you for considering my application. I look forward to the opportunity to discuss my qualifications further.

Best regards,
 [Your Name]

RESUME SAMPLES

01 HIGHLIGHTED EXECUTIVE LEVEL RESUME

Evelyn Jones

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Contact information

Resume Summary:

Human Resources Manager with over 8 years of experience in talent acquisition, employee relations, and organizational development. Adept at developing and executing HR strategies that align with business goals and enhance company culture. Proven track record in improving employee retention by 20% and reducing turnover costs by 15%. Passionate about fostering a diverse and inclusive workplace while ensuring compliance with HR policies and employment laws. Seeking to contribute my expertise to [Company Name]'s HR team.

Work Experience:

Human Resources Manager

ABC Technologies – San Francisco, CA
July 2019 – Present

- Lead HR strategies for a fast-growing tech company of 500+ employees, overseeing recruitment, performance management, training, and employee relations.
- Developed and implemented a comprehensive employee onboarding program, reducing new hire turnover by 30% within the first 6 months.
- Partnered with senior leadership to create and execute a diversity and inclusion (D&I) initiative, increasing the company's diversity hiring by 25%.
- Administered employee benefits programs, reducing benefits-related complaints by 15% by improving communication and employee understanding of available benefits.
- Conducted employee satisfaction surveys and used feedback to improve workplace culture, resulting in a 15% increase in employee engagement.
- Managed employee relations issues, including conflict resolution and investigations, maintaining a fair and compliant work environment.

Human Resources Generalist

XYZ Corporation – Los Angeles, CA
June 2015 – June 2019

- Supported HR operations for a 300+ employee organization, with a focus on recruitment, employee onboarding, and benefits administration.

Professional Summary of Qualifications

Experiences in Reverse Chronological Order

Action Statement + Quantifiable Results

- Managed the end-to-end recruitment process, filling an average of 15 positions per quarter, reducing time-to-hire by 20% through improved job postings and streamlined interview processes.
- Administered employee performance reviews and career development plans, enhancing performance management processes and increasing employee satisfaction scores by 10%.
- Assisted in the creation of employee training programs that improved productivity by 18% across various departments.
- Provided guidance on compliance with labor laws, including the Family Medical Leave Act (FMLA) and Equal Employment Opportunity (EEO) regulations.

Skills:

- **Talent Acquisition:** Full-cycle recruitment, interviewing, job postings, job fairs
- **Employee Relations:** Conflict resolution, grievance handling, employee counseling
- **Compliance:** FMLA, ADA, EEOC, HIPAA, OSHA
- **Employee Engagement:** Surveys, performance reviews, team-building initiatives
- **HR Software:** ADP Workforce Now, BambooHR, Workday, UltiPro
- **Benefits Administration:** Health insurance, retirement plans, employee wellness programs
- **Training & Development:** Employee training programs, leadership development
- **Payroll Management:** Salary structure, bonuses, incentive programs
- **HR Policies & Procedures:** Policy creation, compliance auditing

Education:**Bachelor of Arts in Human Resources Management**

University of California, Berkeley – Berkeley, CA

Graduated May 2012

- Relevant Coursework: Labor Relations, Organizational Behavior, Employment Law, HR Strategy

Certifications:

- **SHRM-SCP** – Society for Human Resource Management – Senior Certified Professional
- **PHR** – Professional in Human Resources (HR Certification Institute)

Awards & Achievements:

- **Employee of the Year (2022)** – Recognized for outstanding leadership in driving the diversity and inclusion initiative and improving employee engagement.
- **Top HR Contributor Award (2021)** – Awarded for implementing new recruitment strategies that reduced time-to-fill by 25%.
- **HR Excellence Award (2020)** – Acknowledged for successfully resolving a high-profile employee relations case and maintaining a fair and positive workplace culture.

Projects:**Project: Employee Onboarding Improvement at ABC Technologies**

- Spearheaded a redesign of the company's employee onboarding program, resulting in a 30% reduction in early turnover and a 20% increase in new hire satisfaction.
- Integrated a mentorship program, enhancing new employee integration into the company culture.

Referees x 2

Final Tips:**Tailoring for ATS (Applicant Tracking Systems):**

As with any resume, this HR resume uses **keywords** related to HR functions like "**talent acquisition**," "**employee relations**," "**compliance**," and "**performance management**." These terms are relevant for ATS, ensuring that the resume is more likely to pass through these systems when applying for an HR Manager role.

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1. **Emphasize Results:** In HR, it's crucial to demonstrate how your efforts have made a difference. Use numbers to show **turnover reduction, improved engagement, or cost-saving initiatives**.
 2. **Tailor Your Resume:** Customize the resume to fit the specific job description, highlighting the skills and experience that match the employer's needs.
 3. **Include Projects:** Projects that demonstrate your ability to implement and improve HR programs are great additions to your resume. Employers love seeing how you can innovate and lead initiatives.

John Doe

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Resume Summary:

Experienced Digital Marketing Manager with over 7 years of expertise in SEO, SEM, social media strategies, and data-driven content creation. Proven track record of driving brand visibility and growing revenue through innovative online campaigns. Passionate about optimizing customer engagement and leveraging analytics to deliver actionable insights. Looking to bring strategic leadership and creative marketing solutions to [Company Name].

Work Experience:
Digital Marketing Manager

XYZ Corporation – New York, NY
 March 2020 – Present

- Spearheaded the digital marketing strategy for a \$2M annual budget, driving a 30% increase in online sales year-over-year.
- Managed SEO/SEM efforts that resulted in a 50% increase in organic search traffic and a 35% reduction in cost-per-click through effective bid management and ad optimization.
- Led a team of 4 marketing professionals in the development and execution of social media campaigns, achieving a 25% increase in Instagram engagement and a 40% boost in Facebook impressions.
- Oversaw email marketing campaigns with an average open rate of 23%, improving customer retention by 15% through personalized, targeted messaging.
- Collaborated with the design and content teams to revamp the company website, leading to a 20% improvement in conversion rate over six months.

Marketing Specialist

ABC Tech Solutions – Boston, MA
 June 2017 – February 2020

- Developed and executed content marketing strategies, increasing blog traffic by 60% and generating 200+ qualified leads per month.
- Managed PPC campaigns across Google Ads and Bing, achieving a 40% increase in lead generation while reducing the cost-per-lead by 18%.
- Enhanced customer engagement through email automation, which resulted in a 20% lift in email-driven revenue.



- Conducted comprehensive market research and competitor analysis to inform product launches and marketing strategies, helping position ABC Tech as a leader in its niche.

Skills:

- **SEO/SEM Optimization:** Keyword research, on-page optimization, link-building strategies, Google Analytics
- **PPC Campaigns:** Google Ads, Bing Ads, Facebook Ads
- **Social Media Marketing:** Facebook, Instagram, LinkedIn, Twitter, content scheduling (Hootsuite, Buffer)
- **Email Marketing:** Mailchimp, HubSpot, A/B testing, segmentation, automation
- **Content Marketing:** Blogging, video content, content management (WordPress, HubSpot)
- **Data Analysis:** Google Analytics, Excel, Tableau, data-driven decision-making
- **CRM:** Salesforce, Zoho CRM
- **Project Management:** Asana, Trello, Slack
- **Creative Design:** Canva, Adobe Photoshop (basic), InDesign (basic)

Education:

Bachelor of Science in Marketing

University of New York – New York, NY

Graduated May 2014

- Relevant Coursework: Digital Marketing, Consumer Behavior, Marketing Research, Advertising Strategies

Certifications:

- Google Analytics Certified
- HubSpot Inbound Marketing Certified
- Facebook Blueprint Certification
- Google Ads Search Certification
- Hootsuite Social Media Marketing Certification

Awards & Achievements:

- **Digital Marketing Campaign of the Year (2022)** – Awarded by XYZ Corporation for achieving the highest ROI in the company's history from a digital ad campaign.
- **Top 10% Sales Performance** – Recognized in 2021 for exceeding lead-generation targets by 150% through strategic content marketing and paid campaigns.





- **Employee of the Year (2020)** – For leadership in managing a team and implementing successful marketing initiatives that led to record sales growth.

Projects:

Project: E-commerce Website Redesign for XYZ Corporation

- Led a cross-functional team to redesign the company's e-commerce website, focusing on improving UX/UI and integrating mobile-friendly features.
- Result: Increased the conversion rate by 20% and reduced bounce rate by 15%.

Project: Email Marketing Automation Strategy for ABC Tech Solutions

- Developed and implemented an automated email drip campaign that nurtured leads from initial interest to conversion.
- Result: Boosted customer retention by 18% and improved email-driven revenue by 22%.

Referees x 2

Important Tips:

Tailoring for ATS:

Notice how the resume includes **keywords** that align with the job description. Keywords like "SEO," "PPC," "social media," and "Google Ads" are highly relevant in the marketing industry. If applying to a specific role, make sure to adjust the resume to mirror the language and qualifications in the job posting.

Final Tips:

1. **Quantify Achievements:** Metrics like "30% increase in sales," "50% traffic growth," and "35% improvement in conversion rate" make the resume stronger.
2. **Tailor to the Job:** Always adjust your skills and achievements to reflect the qualifications sought in the job description.
3. **Focus on Results:** Show how your efforts led to tangible outcomes like increased sales, engagement, or brand visibility.
4. **Professional Formatting:** Keep the layout clean and simple, with bold headers and bullet points for easy readability.

Samantha Miller

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 | [samanthamillerportfolio.com](https://www.samanthamillerportfolio.com)

Resume Summary:

Detail-oriented and highly organized recent graduate with strong administrative skills and a solid understanding of office management. Experienced in managing schedules, coordinating meetings, and handling office communications. Proficient in Microsoft Office Suite, with excellent multitasking abilities and a commitment to providing exceptional support to executives and team members. Eager to contribute my skills to a dynamic team and grow in an entry-level administrative position.

Education:
Associate of Arts in Business Administration

Community College of New York – New York, NY

Graduated May 2024

- Relevant Coursework: Office Management, Business Communication, Data Entry, Project Management
 - Dean's List: 2022 – 2024
 - Leadership: Member of the Business Club, coordinated campus networking events
-

Internship Experience:
Administrative Assistant Intern

Global Enterprises – New York, NY

June 2023 – August 2023

- Managed executive calendars, scheduled meetings, and coordinated travel arrangements for senior management.
- Handled incoming calls, emails, and inquiries, ensuring prompt and professional responses.
- Assisted with preparing and organizing documents for client meetings, including presentations and reports.
- Performed data entry and maintained filing systems to ensure smooth office operations.
- Assisted in organizing office events, including team-building activities and corporate luncheons.

Office Assistant Intern

Tech Solutions LLC – New York, NY

June 2022 – August 2022



- Provided clerical support to the office team, including filing, scanning, and photocopying important documents.
- Assisted with ordering and maintaining office supplies and managing inventory.
- Prepared meeting rooms ensured all equipment was functioning, and assisted with any technical issues.
- Performed basic bookkeeping tasks, such as processing invoices and tracking expenses.

Skills:

- **Office Management:** Scheduling, meeting coordination, travel arrangements, office supply management
- **Data Entry:** Microsoft Excel, Google Sheets, database management
- **Customer Service:** Answering phones, managing inquiries, maintaining a positive and professional demeanour
- **Communication:** Written and verbal communication, email correspondence, client interaction
- **Document Management:** Filing, scanning, organizing office documents, maintaining confidentiality
- **Time Management:** Prioritizing tasks, managing multiple deadlines, organizing work schedules
- **Technical Skills:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace, Zoom, Slack

Projects:
Project: Office Organization System at Global Enterprises

- Assisted in creating a new filing and documentation system that improved office efficiency and reduced retrieval time by 15%.
- Designed and implemented a digital inventory system to track office supplies, cutting waste by 10%.

Project: Event Planning at Tech Solutions LLC

- Coordinated logistics for a company-wide conference, including booking the venue, arranging catering, and ensuring all materials were prepared in advance.
- Received positive feedback from employees and management for seamless event execution.

Volunteer Work:

Administrative Volunteer
 Nonprofit Helping Hands – New York, NY
 September 2022 – Present





- Provided administrative support for a nonprofit organization, helping with data entry, client communications, and event planning.
- Assisted in preparing reports for board meetings and managing volunteers for various community events.

Certifications:

- **Microsoft Office Specialist (Excel, Word, PowerPoint)** – 2023
- **First Aid/CPR Certified** – 2023

Awards & Achievements:

- **Volunteer of the Year (2023)** – Awarded for exceptional support in organizing volunteer events at Nonprofit Helping Hands.
- **Top Performer Award (2023)** – Recognized for consistently exceeding expectations during internship at Global Enterprises.

Referees x 2

Tips Below:
Tailoring for ATS (Applicant Tracking Systems):

This entry-level administrative resume includes **keywords** like “**office management**,” “**data entry**,” “**document management**,” and “**customer service**,” which are commonly searched by ATS. Make sure to adjust the language if applying to a specific job posting to match the keywords used in that listing.

Final Tips for Entry-Level Admin Resumes:

1. **Highlight Transferable Skills:** Even if you don’t have a lot of full-time experience, your ability to multitask, stay organized, and communicate effectively will be key for an administrative role.
2. **Leverage Internships and Volunteer Work:** Any practical experience, even unpaid, will strengthen your resume and demonstrate your enthusiasm for the role.
3. **Showcase Organizational Abilities:** Admin roles are all about efficiency and attention to detail. Be sure to highlight any specific projects or systems you’ve helped implement that improved office operations.
4. **Soft Skills Matter:** Attributes like **problem-solving**, **customer service**, and **communication** are essential in admin positions, so make sure these skills stand out.