

# Strive to Thrive

## Career Tips For Ted Rogers School Students

These reports leverage the expertise of BCH staff to share best practices for students & alumni.

Updated September 2024

### Crafting Effective Cover Letters

Cover letters are important because they allow you to [tell your story](#) and provide details on the experiences mentioned in your resume. They also let recruiters differentiate between two candidates with similar qualifications.

#### Formatting

##### How long should the letter be?

Aim for 2/3 - 3/4 of a page total. Going past this may mean you need to be more concise in your messaging. Conveying a message concisely [is a skill that employers value!](#)



##### What font types and size should I use?

The font size should be **11** or **12pt**.

##### Here are some recommended fonts:

Cambria

Garamond

Times New Roman

Arial

Tahoma

Verdana

#### REMEMBER

You can bring your cover letter to the Business Career Hub for feedback!

[Click Here](#) to Schedule a 1-on-1 or email [trsmcareers@torontomu.ca](mailto:trsmcareers@torontomu.ca) to book a drop in appointment

# Sections Of A Cover Letter

- Header →
- Address Line →
- Introduction →
- Body Paragraphs (2) →
- Conclusion →
- Sign-off/Closing →



## Let's break down each section:

### Header

Your header should include your name at the top in larger font, then below a list of your contact information including phone number, location, email, and LinkedIn. Here's a sample:

**First Name Last Name**

Phone Number | Location [City, Province] | Email | LinkedIn

### Address Line

The address line should be proper letter format. Here's a sample and what you should include:

February 8th, 2024

[Hiring Manager Name]  
[Company Name]  
123 Queen Street  
Toronto, ON, A1B 2B3

*Note - if you cannot find the hiring manager's name/title, you can default to 'Hiring Manager' or 'Talent Acquisition Team'.*

Dear [Hiring Manager Name],

## Introduction

**What** you are applying for: state the role and the company

**Why** you are applying for it: show passion about the role or the company. Tell them why this role/company resonates with you.

**What** are your relevant skills: state them briefly

## Body Paragraphs (2)

Write **STAR** stories around the skills that are relevant to the role/job description.

For example, if it is clear that communication is a required skill for the role, write a STAR story about a specific time you demonstrated strong communication skills.

Refer to our [Hub Insights](#) page for a STAR methodology explanation.

## Closing Paragraph

**Wrap it up!** Don't introduce any new information.

Express gratitude for their consideration and re-state your email and phone number

## Sign-Off/Closing

Sign-off using proper letter formatting as such:

[Sincerely,] [Kind Regards,] [Thank you,] [Best Regards,]

[Your First Name Last Name]

## Sample Cover Letter:

\*Please note - copying this cover letter sample would be considered plagiarism. Use this sample only as a reference\*

### FIRST NAME LAST NAME

[City, Province] | [Phone Number] | [Email] | [LinkedIn]

[Date]

[Hiring Manager's Name]  
[Company Name]  
[Company Address]  
[City, Province, Postal Code]

RE: [Job Title e.g.: Marketing Assistant (#67437)]

Dear [Hiring Manager's Name/Talent Acquisition Team],

I am writing to express my strong interest in the Marketing Assistant position at [Company Name]. With a solid foundation in marketing principles and a passion for creating effective marketing content, I am eager to contribute to your team's success. [Insert a sentence about why you want to work for this particular company or why the company's values/initiatives resonate with you].

**Content Creation and Market Research:** I have actively sought out opportunities to gain practical experience in marketing. One notable experience was my internship at [Company Name], where I was tasked with developing social media marketing content to increase brand awareness. Once I conducted primary and secondary research to understand audience interests, I created an Instagram post to reflect those qualities, such as the imagery and messaging. I successfully posted the content that resulted in a 30% increase in followers and a significant boost in engagement. Through this experience, I demonstrated end-to-end content creation and marketing research skills, both core skills needed for the role as a Marketing assistant at [Company Name].

**Multitasking and Working Under Pressure:** Furthermore, my experience as a part-time Cashier at [Company], a fast-paced retail setting demonstrates my ability to multitask and work under pressure. Notably, I successfully resolved a customer's product issue by actively listening to their concerns. In doing so, I was able to resolve their issue independently without having to escalate to management, reducing the amount of time spent on the issue and therefore reducing the wait time for other customers in line. As multitasking and working under pressure are essential qualities of a Marketing Intern at [Company Name], I will be able to translate these experiences and strategies into the role.

Thank you for considering my application. I am eager to bring my enthusiasm and expertise to your team and contribute to [Company Name]'s continued success. I am available for an interview at your earliest convenience and can be reached at [Your Phone Number] or [Your Email Address].

Sincerely,

[Your Name]



## Want to Learn More?



**CareerEdge**

[The 7-Second Screening](#)

**MONSTER**

[New grad cover letter sample](#)

**'GLASSDOOR'**

[Explore Careers](#)

**themuse**

[How to Write a Cover Letter](#)

**LiveCareer**

[6 Simple Steps for a Cover Letter](#)



[Leverage AI](#)

## Visit the Business Career Hub

### Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' or visit [here](#).

### Bootcamps/Prep Programs

Microsoft Excel - Financial Modeling - VBA - Tableau - PowerBI - Ace This Case Capital Markets - R - Python  
[Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[TedRogersBCH](#)



[TRSM Business Career Hub](#)



[Business Career Hub](#)



### Career Consultant Contributor

#### Hannah Voore

Hannah, a Career Consultant with a focus on Marketing Management, brings four years of experience from the IT and Recruitment industries. As a former Academic Trainer specializing in professional skills and project management, she is committed to equipping TRSM students with the necessary tools to achieve their career goals.



### Student Contributor

#### Antonio DiVincenzo

Antonio is a Marketing Management Co-op student working as a Project Coordinator for Hub Insights on his first work term. With a strong interest in competitive gaming, he uses his spare time competing on TMU E-Sports R6 team and wishes to pursue a marketing career within the E-Sports industry.