

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 July 2025

Why Cover Letters Matter

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.



Unsure if a cover letter is
worth writing?



94%

of hiring managers say
cover letters influence
interview decisions

Formatting Guidelines

Length

- Aim for **2/3 - 3/4** of a page, including your header and address lines.
- Going beyond this may mean you need to be more concise in your messaging. The ability to write concisely is a skill that employers value!

Font & Size

- Use a clean, professional font:

Cambria Arial Garamond Tahoma Times New Roman Verdana

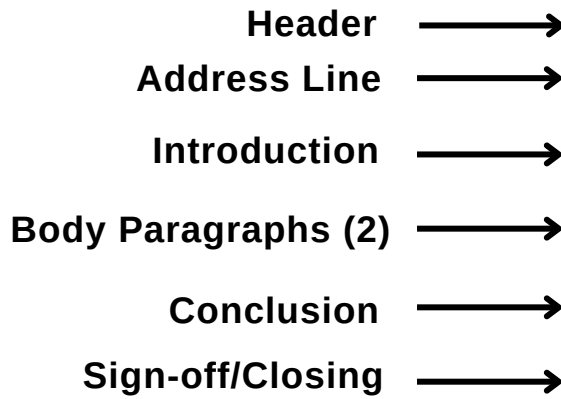
- Recommended font size: 11 or 12 pt



Formatting Tip!

Keep your margins between 0.75" and 1" and use single spacing throughout. This ensures your cover letter looks clean and professional without appearing too cramped or too spaced out.

Sections Of A Cover Letter



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 | 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

Dear [Hiring Manager Name],

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



Did You Know?

You can book an appointment with your Career Coordinator to review your cover letter! Book an appointment [here](#) and bring a job description with you so you can receive tailored feedback.

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 Resume: With Relevant Work Experience



Please note - copying this resume 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]

Sample Resume: With Minimal Work Experience



Please note - copying this resume 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]

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

I am excited to apply to the [ROLE TITLE]. As a [YEAR NUMBER] year [YOUR MAJOR] student at Toronto Metropolitan University, I have a strong passion for [passion related to the role], and I'm eager to apply what I've learned while continuing to grow and contribute. What stood out to me about [Insert Company], is [why the company stood out to you - missions / values / initiatives / alignment]. I'm especially interested in [ROLE TITLE] because [why you want this specific role].

[Choose the top 3-4 skills needed for the role based on the job description and write short STAR stories]

Collaboration: As a Sales Associate at Walmart, I often worked with multiple departments to ensure operations ran smoothly. During busy shifts, I supported areas like stocking inventory or customer service, each with different priorities. I adjusted my communication style by using quick updates with front-end staff and more detailed coordination with the backroom team. This helped avoid confusion and kept everyone updated.

Problem Solving: During a busy shift at McDonald's, a customer received the wrong order and became frustrated. I quickly reviewed the receipt, apologized, and offered to remake the meal while keeping them updated. I also checked with the kitchen to prevent the same mistake from happening again. The customer left satisfied, and my manager thanked me for handling the situation calmly and professionally.

Time Management: At McDonald's, I often handled multiple tasks at once during peak hours, like taking orders, cleaning the lobby, and restocking supplies. One shift, I was asked to cover the drive-thru and front counter at the same time. I prioritized fast-moving orders, grouped similar tasks, and stayed focused. We stayed on schedule, and I was able to keep both lines moving with minimal delays.

Adaptability: At Walmart, I was scheduled for the sales floor but was often asked to switch roles with little notice. One shift, I was moved to assist in the stocking department, which I had not trained for. I quickly learned the process, asked questions, and helped organize shelves. By the end of the shift, I was working independently and helped the team meet all pickup deadlines.

Thank you for taking the time to review my application. I'm excited about the opportunity to grow and learn through this role, and I would be grateful for the chance to speak further about how I can contribute. Please feel free to contact me at (123) 456-7890 or em@il.com.

Sincerely,

[Your Name]



Want to Learn More?

resumegenius

[Cover Letter Tips](#)



[Using the STAR Method](#)

'GLASSDOOR'

[Explore Careers](#)



[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](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



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. She is committed to equipping TRSM students with the necessary tools to achieve their career goals.



Student Contributor

Varun Subramanyam

Varun is a third-year Business Technology Management Co-op student. He works as a Project Coordinator at the Business Career Hub and is actively involved in student initiatives that support career development. He has a strong interest in technology and business strategy.