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MEDIA & ENTERTAINMENT RECRUITMENT

WRITING YOUR COVER LETTER



WHAT IS A COVER LETTER?



A cover letter is a document you send with your CV (traditionally as the front cover).

However, it differs from a CV in that instead of being a written overview of your skills and experience, it's specifically written with the job you're applying for in mind – allowing you to highlight certain areas you think would make you right for the role.

A COVER LETTER SHOULD.....

- Be well-written and provide some sense of your personality and professionalism.
- Target the position for which you are applying.
- Show that you've taken the time to write compelling application material that shows your interest in working for the business in this role.
- Make clear and persuasive connections between your experiences and the skills required to excel in the job.



GOOD EXAMPLES

Adrianos Baris

555-555-5555
hello@kickresume.com

RFT Media, Inc.
Malibu, CA
United States

30/04/2020
Application for the position of TV Production Assistant

Dear Sir/Madam,

As a highly-skilled and dedicated creative professional, I am pleased to be applying for the TV Production Assistant job within RFT Media, Inc. I believe that the combination of my previous experience, field knowledge, and developed skills set makes me a perfect fit for the position. Moreover, I am certain that it would be a great opportunity for me to grow my career.

First and foremost, I am the University of Southern California graduate with a bachelor's degree in Film & Television Production. At the university, I was not only pro-actively involved in multiple extracurricular activities, for instance, Drama Club, Marketing Society, and Tennis Club but I also served as a Social Media Account Manager for 2 years. This tremendous experience has helped me to become a great leader and team player and allowed me to acquire excellent time management and communication skills.

Next, I worked as a TV Production Assistant at Nexstar Media Group, Inc. for more than 3 years. There, I spent most of my time developing program and show scripts, providing beneficial support and assistance to producers and directors, and managing all travel arrangements. On top of that, I maintained confidential documents and files, conducted detailed market research, and executed other duties as assigned by the supervisors. Throughout the years, I have demonstrated numerous times that I am a reliable person with the crucial ability to function well in fast-paced and deadline-driven environments. What is more, I have proved that I have what it takes to finish all projects within budget and schedule.

Finally, I have attached my up-to-date CV for your further review so please do not hesitate to contact me if you have any questions on my career history. I can be reached at 555-555-5555 or via email at hello@kickresume.com. Thank you for your time and consideration and I look forward to hearing back from you in the near future.

Kind regards,

Adrianos Baris

MARY J. SAMPSON

Sometown, NY 55555 • (555) 555-5555 • ms@somedomain.com • Portfolio URL

GRAPHIC DESIGNER TRANSLATING CONCEPTS INTO IMPACTFUL, BRANDED DESIGNS

Digital Media – Websites – Video – Print – Packaging – Merchandising – Catalogs – Retail Graphics

August 10, 2017

Mr. Michael Preston
Human Resources Director
ABC Corporation
55 Madison Ave.
Sometown, NY 55555

Re: Graphic Designer, Advertised on Monster

Dear Mr. Preston:

It might seem strange that I get excited thinking about colors, typography and cascading style sheets, but my passion for all aspects of graphic design has remained strong throughout my 10-year career. I am very interested in the graphic designer position posted on Monster, and hope to have the chance to interview for this exciting opportunity.

My background includes corporate, agency and freelance graphic design experience, with a history of leading print, interactive and digital design projects to acclaimed completion. I have worked on nationwide and international marketing, advertising, product launch and image campaigns for global brands and companies, including DEF Co, GHI Co, JKL Co, MNO Co and PQR Co, as well as a host of startup and mid-size businesses.

Highlights of my skills include:

- Print and Digital Graphic Design
- Website, UX and GUI Design
- Packaging Design
- Flash Animation and 3D Art
- Brand Creation and Extension
- Interactive Media and Typography Design
- Clickable Prototypes and Information Architecture
- Pre-Press and Printing Processes
- Original Artwork and Photorealistic Illustration
- Color Rendering and Correction

I am backed by a BA in graphic design and proficiencies in Adobe Creative Suite, HTML, HTML5, CSS, WordPress and a range of other design, video, web, wireframe and multimedia software.

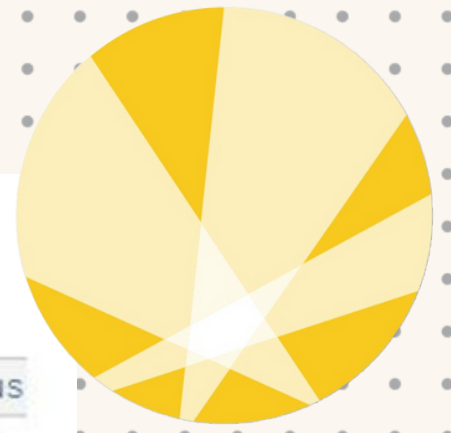
Dedicated to bringing brands to life through omni-channel marketing programs, my key focus is to exceed client and employer expectations. I enjoy collaborating with clients, creative teams and production professionals to deliver design solutions propelling web traffic, social media engagement, response rates and customer-acquisition results.

You may visit my portfolio at Portfolio URL to see examples of my work, and call me at (555) 555-5555 to set up an interview. Thank you.

Sincerely,

Mary J. Sampson

Enclosure: Resume



NEEDS WORK EXAMPLE



Dear Sir or Madam

I am about to complete my English and American Literature degree at the University of Kent, with a prospective result of a 2:1.

As a literature student, I have a strong love of books of all types and see work in a bookshop as a career area which would be a good starting point for a career in publishing which is my eventual career aim.

I have good experience of retail, having worked as a shelf stacker for Sainsburies. I have studied modules in Shakespeare, War Poets, Dickens and Creative Writing all of which I feel give me valuable knowledge. My interests include reading, playing computer games and stamp collecting and I am currently reading Robbie Williams' thought-provoking autobiography.

I am writing speculatively in the hope that you may consider me for any full-time vacancies that may arise in your store. I'm interested especialy in the retail side of a bookstore: interacting with customers and seeing where the modern tastes for literature lay.

I would be available to work from the beginning of June of this year. I have previous retail experience and believe that this, combined with my knowledge of and interest in books could be rewarding both to your store and to myself.

Yours faithfully

Frank Harrison

DO'S & DON'TS

DO'S:

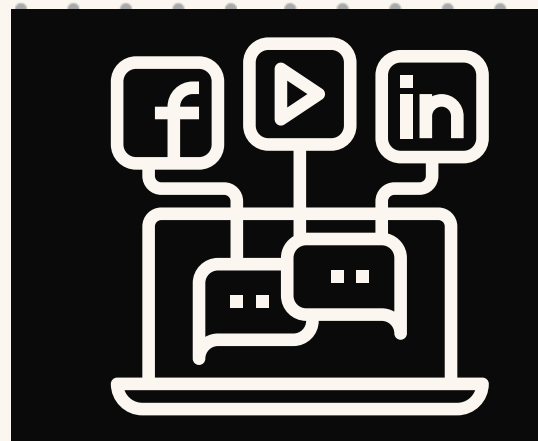
- Keep it short (Max 1 page if possible)
- Tailor your cover letter for each separate employer or job
- Show your interest in the company or job
- Mention your skill-set for the role
- Show some personality (yet professionalism)

DON'TS:

- Send with spelling mistakes
- Copy and paste a cover letter for each job
- Repeat too much info that is on your CV
- Be too casual, you're not writing to a friend
- Be negative, rude or too "cocky"

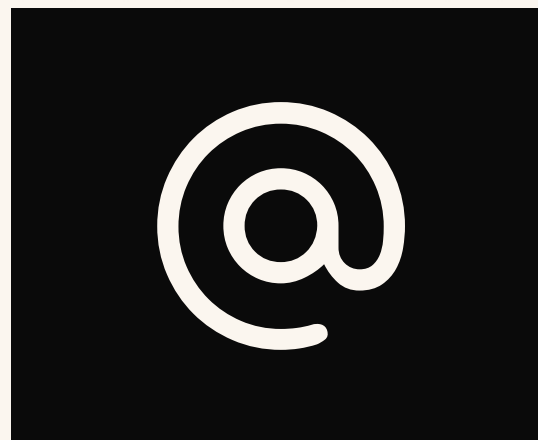


REACH OUT



SOCIAL CHANNELS

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