Susan pays attention to the details. All the necessary information (applicant’s address, date and employer’s name, title, company name, address) are included.

Susan creates an effective “Marketing Pitch.” She highlights the key qualifications for the job and demonstrates why her experiences are a good match.

Susan demonstrates her understanding of the employer’s key qualifications by prioritizing the order of her paragraphs. She sees her academic performance and Accounting focus in B. Comm. as first, then customer service and finally teamwork skills.

In her final paragraph, Susan summarizes her key qualifications that match those in the job posting. She closes with a direct statement that shows her confidence in winning an interview.

Susan supports her customer service skills with specific work achievements. She then links this skill set to the needs of the new, potential employer.

Susan’s cover letter is tailored to the Staff Accountant position at ABC Accounting. Susan shows professionalism by analyzing the employer’s specific needs and then demonstrating these qualifications in her cover letter (accounting background, customer service and teamwork skills).

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