

# MOST EFFECTIVE COVER LETTER

Helen Imagins  
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Mr. Ron Smith  
Canadian Art  
215 Spadina Av,  
Toronto, ON  
M5T 2C7

Dear Mr. Smith:

As an experienced campus reporter with a background in cultural issues and city affairs, I am a strong fit for the position of Editorial Intern at Canadian Art magazine, as advertised at the University of Toronto Career Centre. My reporting background is complemented by research and sales experience and a real passion for communications.

The Medium is the campus newspaper for the UTM community and in my role I covered all cultural events on campus. I developed strong communication skills, both written and oral, as I interviewed many participants and artists and prepared succinct, concise and accurate copy. As a member of the writing team, I negotiated with the group to ensure that cultural events were well represented at the newspaper. At Urban Planet I forged strong relationships with customers by understanding their needs and assisting them to make the best purchases. This resulted in my consistent Top Three list placement. These experiences demonstrate my ability to communicate effectively, with a diverse number of people.

My creativity was demonstrated in my ability to showcase events both visually and in writing, which can be viewed at <http://www.medium.utm.utoronto.ca/helen>. The attention to detail required in my Research Assistant position was a key part of the duties and my supervisor appreciated my abilities to produce correct materials to deadline. This skill was also needed in my work at the M.P.'s office, as the staff required organized and accurate facts as they prepared briefings. This experience also sparked my "voracious appetite" in city affairs, as I witnessed the complexities of local politics.

I believe my passion for communication and my strong writing and interpersonal skills make me a strong fit for your company. Given your record of award winning journalism, including the recent Golden Webby for your expose of city hall overspending, Canadian Art is a place where I could both contribute and learn. I can be reached at [helen.imagins@mail.utoronto.ca](mailto:helen.imagins@mail.utoronto.ca) or 905-555-5555 (home) or 647-555-5551 (cell) and look forward to discussing this opportunity with you.

Sincerely,

Helen Imagins

Helen uses the correct format for business letters, including full contact information for both herself and the employer and correctly addresses him as "Mr. Smith".

The opening paragraph touches concretely on some of the key skills and experiences that the employer wants, encouraging him to read further.

The body of the cover letter covers the relevant skills and experiences with examples that demonstrate Helen has a strong interest and the key skills the employer requires.

As the position is both print and online, Helen includes a website for the employer to see her work. Her explanation of her interest in city affairs shows a very practical exposure to the area.

Again, Helen mentions key skills required in the position.

Helen concludes by demonstrating some of her research on the employer and relating the fit with her key skills. She includes her contact information to make the process easier for the employer.