

COVER LETTERS

SCHOOL OF LIBERAL ARTS & SCIENCE

Page #	Table Of Contents
2	Professional Writing & Communications
3	Research Analyst

Humber College Career Services

NORTH CAMPUS: Learning Resource Commons, First Floor, 416.675.6622 ext. 5030

LAKESHORE CAMPUS: Student Welcome and Resource Centre, First Floor, WEL105, 416.675.6622 ext. 5028

www.careers.humber.ca | facebook.com/careercentrehumber | twitter.com/humbercareer

PROFESSIONAL WRITING & COMMUNICATIONS

Toronto, ON X1X 1X1
(123) 456 7890
professional.writer@gmail.com

April 30, 2018

Human Resources
The Writing Company
100 Anywhere St
Toronto, ON A1B 2C4

Re: Writing Researcher Position, Job ID: 123456

Dear Hiring Manager,

Please accept this letter and the enclosed resume as my application for the Writing Researcher Position at The Writing Company, which I was directed to through my placement advisor at Humber College. At the school, I have completed a Bachelor of Journalism and am currently pursuing studies in Professional Writing & Communications. The Writing Company's branding content has always discussed political climate and current events, which is an area I am excited to explore.

As noted in my resume, my recent experience in journalism will allow me to benefit your company through my developed researching tendencies. In addition to the skills outlined in my resume, I would like to highlight the following that are relevant within this role:

- Competent writing skills and ability to communicate ideas clearly and effectively
- Proven ability to intensively research and identify important context for narratives
- Over 3 published written pieces with positive reception from a total audience of 20,000

I am confident that both my education and past experiences will prove to be an asset to your company. If you have any other inquiries, I encourage you to contact me at professional.writer@gmail.com. Thank you for your time, and I look forward to hearing from you.

Best,

Professional Writing & Communications

Research Analyst

Toronto, ON A1A 1A1 | 416-000-0000 | r.analyst@gmail.com | www.linkedin.com/in/ranalyst

April 30, 2018

John Smith
Talent Acquisition Specialist
ABC Marketing
123 Address St
Toronto, ON A1B 2C3

Re: Marketing Intelligence Position

Dear John Smith,

Please accept this letter and the enclosed resume as my application for the Marketing Intelligence role with ABC Marketing, which was posted on the Humber Careers job portal. I am a student completing my last semester in the Research Analyst post-graduate program at Humber College, where I additionally earned a Bachelor of Commerce in International Business. My education has taught me to continue seeking knowledge that can lead to the seamless operations of a company, and I believe ABC Marketing has proved their capacity in doing so given their recent business expansions into different customer segments.

I am confident that my learned familiarity with business development paired with my experience with research assistance in potential marketing pursuits will prove to be an asset to your company. In addition to the skills outlined in my resume, I would like to highlight the following that are relevant within this role:

- 5+ years of experience in researching key competitor data in a marketplace through multiple methods
- Collaborative tendencies with clients in presenting research results to determine future business efforts
- Ability to synthesize data and publish research findings
- Understanding of the business life cycle stages and its accompanying challenges and opportunities
- Organized and committed to managing projects without compromising quality

I believe that my educational and professional experience has prepared me to qualify as a successful candidate as a Marketing Intelligence staff within your company, and I am excited to further discuss my qualifications with you in person. If you have any other inquiries, I encourage you to contact me at r.analyst@gmail.com. Thank you for your time, and I look forward to hearing from you.

Best,

Research Analyst