

[Date]

**STEVE J. SMITH**  
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Dear [Recruiters Name]:

Coca-Cola's red can has always held a special place in my life, and generally in my hand. I'm a loyal customer who would like to contribute to the continued success of Coke's brand by leveraging my experience with digital data analytics. My work in...[Describe your past work experience connect to the skills you developed] has allowed me to develop [skills developed]. This combined with [x,y,z] makes perfectly suited for a [x-position]. As a 2<sup>nd</sup>-year MBA studying Corporate Finance and Marketing at the University of Iowa's Tippie School of Management, I am excited to apply for the X position with [ABC Company].

[This paragraph should work to identify and match your qualifications with the requirements of the position and overall fit with the company]. I am particularly adept at directing cross-functional teams to improve the efficiency of business operations, delivering high quality, value-added results. Some key qualifications and strengths I offer include the following [these should expand on the skills they are looking for – below are only EXAMPLES of what you might write – please be authentic to you]:

•**Business Acumen and Technical Skills:** [Don't leave the category here, but insert a bullet that summarizes your skills/strengths or unique qualifications or connections to the job.]

• **Strong Leadership Skills:**

•**Excellent Teamwork and Interpersonal Abilities:** •**Problem Solving and Critical Thinking:**

I am a positive, hard working person who believes in teamwork. I have an unquenchable appetite for knowledge and am very detail oriented. My drive is to work for an organization, which promotes strength management and high performance. I believe I could be a valuable asset to the Coca-Cola team.

I would welcome the opportunity to discuss with you in more detail the ways in which my background and skills would benefit your organization. I will be attending the NSHMBA career fair and am available to interview at your convenience. Thank you for your consideration. I look forward to hearing from you soon.

Sincerely,

**Commented [b1]:** If you do not have a recruiter name please use Sir/Madame

**Commented [b2]:** This is your headline and lead-in to your value proposition. It should be catchy and authentic: Think about something interesting to comment on, something you've recently read about the company, an experience you've had as a consumer – Basically, "hook" the reader.

**Commented [b3]:** This paragraph further explains your unique value proposition. It can be as short as two sentences just used to set up your bullets.

**Commented [b4]:** Look at your job description to choose which type of bullets you put here. Remember you only have a small number of words to share your worth- make each one count. If it isn't differentiating and related to the job- save it for the interview.

Don't repeat bullets from your resume- have something new.

**Commented [b5]:** Combine these into 1 strong closing paragraph. These are just sample statements to give you an idea. Tie in your strengths and show your personality. Ask to join their team/be part of the org etc.

Steve Smith  
MBA Candidate, 2014  
Henry B. Tippie School of Management, The University of Iowa

