

Cover Letter Breakdown | Experienced Grad

1 **Expert Tip:** When following up after a discussion with a recruiter, an email note may suffice. If using email, be sure to use a subject line that helps the recruiter identify your message importance. In this case, an example might be: "Confirming 9/18 call, resumé attached."

2 **Expert Tip:** Highlight your value proposition in your letter or e-note. This email might be shared with a prospective employer, so provide compelling details that make them want to speak with you.

3 **Expert Tip:** After summarizing her strengths, Catherine smartly mentions her desire to understand how they may be useful in relation to the employer's needs. This is a brief, but powerful statement that shows she is focused on what's in it for them.

Catherine Mattine

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9/1/2021

1 Holly Jonas, Executive Recruiter
Executive Retained Search, Inc
32 Park Ave. West, Suite 2271
New York, New York 10021

Dear Holly:

It was wonderful to speak with you earlier today! As promised, I've attached a copy of my resume.

2 As I mentioned, I thrive on turning around lackluster performance and delivering results that most people thought were impossible. While the reason I'm called in is to address underperformance in a team or department, I know there is often untapped talent and/or strengths 'on the bench' yet to be leveraged. I start each of these assignments with a listening campaign. Interviewing and empowering managers and teams has proven to be an integral step in my winning turnaround process.

3 I look forward to our meeting on 9/18 to further discuss and explore my approach and prior successes in relation to your client company's needs for its next Senior Vice President of Marketing.

Have a great week – and thank you for reaching out.

Sincerely,

Catherine Mattine

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