

Cover Letter Breakdown | Career Changer

- 1 Expert Tip:** The identical resumé format and font is used for polish and personal branding.
- 2 Expert Tip:** Immediate mention of the referral is important so the recipient has context for the letter. Hannah persuasively shares how she knows a common connection and uses this as an opportunity to showcase her expertise and brand.
- 3 Expert Tip:** Define “the ask” succinctly and clearly. Hannah has not mentioned interest in a specific role. Rather, she is opening the door to a discussion around MacMead’s current needs and how she could be a great addition to the team.
- 4 Expert Tip:** Provide details that support your request for time on someone’s calendar. Here, Hannah details her unique value proposition as an experienced educator as well as a strategic online business leader.
- 5 Expert Tip:** Demonstrate knowledge of the organization either through research or experience.

1 **HANNAH BRYANT**
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MacMead Curriculum June 20, 2021
1057 MacMead Drive
Chandler, AZ 00000

Attn: Pat Miller, Vice President, Marketing

Dear Pat:

2 Jonathon Wilson recommended I reach out to you. I had the pleasure of collaborating with him on a national literacy campaign that garnered a Webbie Award and was embraced by 10 of the largest school districts in the United States. It was an exciting project with multiple phases and partners. Jonathon and I both agreed that delivering this project to completion was incredibly rewarding!

3 I’m reaching out in hopes of scheduling a time to discuss how I could support MacMead’s impressive and continued growth within the online curriculum space. As a licensed teacher who pivoted to the online classroom during the pandemic, I bring in-depth experience. As The Teacher’s Place Founder and Social Media Director, I grew an online education products and curriculum site to reach >300K followers, launched a successful podcast (one of Online Educator magazine’s “10 Top New Podcasts of 2019”), and developed partnerships with engaged brand evangelists and corporate/education partners.

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5 If your strategic focus for 2022 includes an expanded and enhanced social media presence to support and drive your business results, let’s talk. As a long-time fan who has incorporated MacMead products in the classroom (and has written several positive product reviews on The Teacher’s Place blog), I believe I have the experience, social media experience, and subject matter expertise to quickly add value and help shape MacMead’s future path.

Thanks in advance for your time. I look forward to hopefully hearing from you soon.

With best wishes,

Hannah Bryant

Explore more career support resources at phoenix.edu/blog/career-support/tools-resources.html