

how **2** sample: Cover Letter

PAT A. SMYTHE

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August 25, 200x

Peter Jones
General Manager
Neapolitan Marine Inc.
1000 Commerce Lane
Naples, FL 33979

Dear Mr. Jones:

Please accept this letter and attached resume in application for the Public Relations Director position at Neapolitan Marine Inc. After reviewing the posting for this opportunity on the FGCU College Central Network website, I believe my combination of experience and skills may match well with the qualifications you are looking for in candidates for this position.

As indicated on my resume, I graduated from Florida Gulf Coast University with a Bachelor of Science Degree in Marketing. This past spring, I served as the Public Relations/Advertising Intern at Gulf Coast Cruise Liner, a luxury yacht broker in Naples. During this internship, I had the opportunity to work with the media, write press releases, and develop community relations events. I was also responsible for overseeing the creation of all corporate marketing materials and maintaining the company website. As a result, I am proficient with various desktop publishing and website design software. I also developed a thorough understanding of the marine products industry and local boating market, which will enable me to make an immediate contribution to your public relations efforts.

I am genuinely interested in this position at Neapolitan Marine Inc. As a boating enthusiast, I am well aware of your company's excellent reputation in the industry and in the local boating community. I would welcome the opportunity to meet with you to discuss this position in more detail. Feel free to contact me at your convenience at (239) 000-0000. I will follow-up with you within two weeks just to ensure you received this correspondence. Thank you for your time and consideration.

Sincerely,

Pat A. Smythe

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