
**Rotman
Commerce**

How to write a compelling cover letter

Cover letter guide

What is a cover letter?

A cover letter is often your first point of contact with a recruiter or employer and introduces them to you and your resumé. It should reflect your personality and highlight your qualifications for the position to which you are applying. It should also demonstrate that you've done your research on the industry, organization, and job.

You should always include a cover letter with your resumé unless the employer indicates not to do so. Because the cover letter is a professional business document, it should be well-written and properly formatted.

Because employers typically receive many applications for open positions, they may only skim through them. By making an extra effort, you can ensure that your cover letter stands out from the rest.

Before you begin writing your cover letter

Read carefully

The first step to crafting a persuasive cover letter is to carefully review and consider the job posting for which you are submitting your application. Take note of the particular qualifications and skills that the employer is looking for and think about how you can demonstrate that you have or can readily learn the skills required. This will be important when you are writing both your cover letter and resumé (see our resumé guide for tips on creating a resumé that gets results).

Research

Become an attractive candidate by showing that you have done your research into the job, organization, and/or industry. Before you apply, do an internet search, talk to other students or grads who have found work with the organization or industry. Find out everything you can about their mission, culture, product or service, etc.

Reflect

The next step is to determine what information you should include in your cover letter. Review the job posting and think about the following questions:

- What skills are most important for the position I'm applying to?
- Which of my skills and experiences make me stand out as a qualified candidate?
- What do I bring that would be beneficial to the organization and position?
- How can I demonstrate my knowledge of the organization and industry?

If you need help assessing what your strengths are, refer to the Self-Assessment section of our resumé guide.

You will want to use your cover letter to demonstrate how your strengths are relevant to the position you're applying to. Remember that at this stage in your career, you probably won't have all the skills outlined in the job posting. However, as a young professional with a strong academic foundation, you bring a willingness to learn, critical thinking, and enthusiasm. Don't forget that these are all important qualities to emphasize in your application.

Cover letter format

Your contact information

Use the same letterhead style for your cover letter as you use on your resumé. Include your full name and contact information (telephone number, email, and customized LinkedIn profile URL). If you prefer, however, you can include your contact information at the end of your cover letter.

Employer information

Begin by dating your letter and addressing it to the person or organization indicated on the job posting. If you have only an email address, you can use this instead of the full street address, but be sure to include at least the name of the organization. You should also indicate the position you are applying for, along with any position number or Job ID. This can be centered or aligned to the left (see example below).

Greeting

Address your letter to the person receiving the applications, if you know it. Make sure the name is spelled correctly. Use the person's full name when addressing them (e.g., Dear Leslie Smith).

If there is no specific name listed in the job posting, you can substitute it with 'Dear Hiring Manager' or 'Dear Hiring Committee.'

Karin Patel
416-555-5555 firstname.lastname@utoronto.ca linkedin.com/in/firstnamelastname
September 14, 20XX
Mr. Tom Brown Human Resources Manager Organization ABC 123 Bloor St. W., Suite ABC Toronto, ON M6A 1A1
RE: Financial Analyst Posting, Position ID 432218A
Dear Hiring Committee,

Cover letters can be difficult to write and many people struggle with the right words.

You can make it a bit easier by doing your research on the position and organization and then inserting your own tone of voice to personalize it, be sure to maintain a professional style. This is often what employers are looking to learn from a cover letter.

Your goal is to show them why you're an excellent candidate for the position. Get their attention by demonstrating your knowledge about their business, industry, or position. This is where the research you have done will be very useful. Use what you have found out and link it to your own qualifications, experiences, or values.

Once you conduct your research and know what is important to the employer, along with the skills you can bring to the position, you'll feel more confident when writing your cover letter.

Opening paragraph

The opening paragraph should tell the employer several things:

- Why you're qualified – key qualifications you have that match their needs.
- Why you're interested in the position and organization.
- Your personality – especially your enthusiasm!

The first paragraph often determines whether the recruiter or employer wants to continue reading the rest of your application, so take the time to write a compelling opening.

Employers respond best to letters that show enthusiasm for the position and organization. They are interested in seeing original cover letters that are tailored specifically to the position and/or organization. Standard template letters that don't convey enthusiasm, a sense of the applicant and their qualifications, or evidence of some type of research are not likely to be successful. Note that if you have a mutual contact who has a positive relationship with the recruiter, be sure to mention it as this could advance your application to the 'yes' pile.

Body of the cover letter (2 to 3 paragraphs maximum)

The body of your cover letter should elaborate on your opening paragraph: why you're interested in this position and the organization, and what strengths and abilities you can bring to the job and organization. Provide concrete examples of your skills and experience and demonstrate how they relate to the position you are seeking. For example, you can feature related work or volunteer experience, extra-curricular activities, interests, education, or training, or any other qualifications you may have that are relevant to the job.

Focus on what contributions you can make to the organization rather than how you would benefit from the experience if you are hired. Where appropriate, elaborate on your courses, student group involvement, or case competitions in which you have participated. Make sure you show that you have researched the organization and understand the nature of the work it does. A good way to do this is to talk about what appeals to you about the organization while sharing your knowledge of the employer's current programs, products, or initiatives.

Concluding paragraph

Close your letter by thanking the employer for considering your application and reiterating a key contribution you can make to their organization. You should also indicate that you look forward to further discussing your suitability for the position during an interview.

If you're not applying to an advertised position, let the employer know that you will follow up by phone or email on a specific date, and then make sure you do follow up. In such a situation, you can also request to meet to discuss any available opportunities that they may have.

Closing

After the last paragraph, use a cordial closer such as "Sincerely" or "Regards" followed by your signature (optional) and/or printed name. Include your address and contact information if it's not part of your letterhead.

Cover letter sample

A sample cover letter is shared below for reference, use it as an example only to help guide you in writing your own letter. Note the tone, specific examples, and professionalism. Don't copy it word-for-word (for one, this is plagiarism, and secondly, employers are looking for letters that show who you are and how your qualifications make you a good candidate for the job). Additional samples that show cover letters for different kinds of positions in various industries are available at the end of this document.

David Lin
416-555-5555 | david.lin@utoronto.ca | linkedin.com/in/davidlin

November 17, 20XX

TD Securities Recruitment
66 Wellington St. W., 9th floor
Toronto, ON M5K 1A2

RE: Investment Banking Analyst, TD Securities

Dear Hiring Committee,

As a part-time TD Canada Trust employee with a Bachelor of Commerce degree in Finance & Economics from Rotman Commerce, University of Toronto, I am confident that I meet the requirements of your position as posted on the Rotman Commerce Career Services website. My business and academic leadership activities both on- and off-campus demonstrate my time management and communication skills as well as my strengths in research and analysis. These skills and experiences combined with my natural talent in building relationships will allow me to make a strong contribution as an Analyst.

Over the past two years, I have balanced my studies (maintaining a 3.8 CGPA) with finance-related roles including Assistant to a Financial Adviser at TD Canada Trust, Vice-President of Finance with the Rotman Commerce Finance Association, and Member of the Toronto Student Investment Counsel on campus. These experiences have enabled me to efficiently and accurately assess client needs while using effective communication strategies, which will allow me to prepare and present client proposals.

As a member of the Toronto Student Investment Counsel, I demonstrated research and analytical skills when conducting market research to make investment recommendations that led to an average return of 14%. My education combined with my TD work experience has enabled me to acquire advanced proficiency in key competencies integral to success in investment banking, including financial modeling, client proposals and presentations. In one of my academic projects, I excelled as a member of a team tasked with valuing an organization's tangible and intangible assets and assessing the implications of its structure on that value. This experience will allow me to accurately value organizations as an Analyst.

I am confident that my financial services experience, strong technical and analytical knowledge and ability to work effectively in a team will be a great asset. As such, I would be delighted to meet with you to discuss the opportunity of joining the TD Securities Investment Banking team. Thank you for your consideration.

Sincerely,
David Lin

In the opening paragraph, David draws attention to his important connection with TD. He follows this up by immediately attracting the employer's attention to his key qualifications.

David's tone is confident but not arrogant. The letter highlights his skills and knowledge through use of specific results or achievements. Most importantly, he has demonstrated, in a concrete way, the link between these skills and knowledge and what the employer is seeking.

Cover letter checklist

Before writing your cover letter, draft your resumé. This will allow you to identify your skills and experiences more generally before highlighting the ones that you want to include in your cover letter.

Customize

- Address your cover letter to an individual or use “Dear Hiring Manager” if a contact is not provided.
- Tailor your cover letter for each position.
- Address the employer's specific needs and connect this with your skills and experience.

Format

- Ensure that your letter is inviting and easy to read – not cramped or dense-looking. You should have wide margins all around.
- Limit your letter to one page .
- Give both concise and relevant information.
- Sign your letter (optional).

Spelling and grammar

- Don't stand out for the wrong reasons - spelling, grammar, and punctuation count!
- Use action verbs to emphasize relevant skills demonstrated in your previous experiences and showcase both your experiences and personality in your cover letter.
- Use a flowing, non- regimented writing style in the active voice, e.g., “I coordinate the work of a team of students, ensuring the quality of all written communication.” Refer to the list of action verbs in our Resumés That Get Results guide to help you.
- Vary sentence structure. Avoid repeating the same action verbs. Review your letter for frequent use of “I” and the organization’s name.
- Use the same terminology that appears in the job description where applicable.
- When you include an abbreviation, spell it out the first time and put the shortened version in brackets following. From that point on, you can include the abbreviation, e.g., Rotman Commerce Marketing Association (RCMA).
- Have someone who is a strong editor and writer read through your letter for spelling, grammar, and meaning. It’s always good to have another person double-check your writing.

Last but not least

- Employers want people with energy and enthusiasm. Your introductory paragraph should demonstrate this by the words you select and by the first 2 to 3 key points you share.
- Include your contact information: You can create a masthead for your cover letter and resumé or, you can include this information at the end of the letter below your signature.
- Indicate your next step, e.g., "Looking forward to hearing from you."
- You can strengthen the impact of your application if you look for or create opportunities to meet professionals that work in the field and/or organization and can vouch for you. With their permission, you can then mention that individual in your cover letter as a way of leveraging their network. This, however, needs to happen well before a position is advertised. For more information on how to achieve this, we recommend you meet with a Career Educator.

Sample cover letter - Management Trainee

Job Description: Management Trainee, Enterprise Rent-A-Car

As a Management Trainee you will learn to run a profit centre, manage people and grow a fast paced business. We promote based on performance, not seniority. If you're looking to move quickly, our Management Training program is for you. We'll take your existing knowledge and your drive to succeed, and supplement it with training that will help you climb to the top

QUALIFICATIONS

- Excellent management and leadership skills
- Strong team player who excels in taking on new challenges; sales experience
- High energy and entrepreneurial spirit
- Excellent communication, interpersonal and organizational skills
- Bachelors Degree: Arts, Commerce/Business, Economics, English, Human Resources, Industrial Relations, Psychology
- Apply to: Recruiting Supervisor, Human Resources (1467 Humber Drive, Unit 300, Unionville, ON L4T 2M1)

ORGANIZATION INFORMATION

Enterprise Rent-A-Car, a \$7 billion transportation leader, is the largest rental car organization in North America. Enterprise was named one of the "50 Best Organizations to Work for in Canada" by Report on Business Magazine this year for fair employee compensation and clear and consistent organization vision. Due to rapid growth in Toronto, Enterprise is looking for Management Trainees to share in the success. Enterprise's intense training program offers hands-on experience in customer service, sales, marketing, accounting, fleet management and personnel management.

Julie Patel

416-555-5555 | julie.patel@utoronto.ca | linkedin.com/in/juliepatel

November 17, 20XX

LinkedIn profile link should be "firstnamelastname"

Ms. Valerie LeClerc
Recruiting Supervisor/Human Resources,
Enterprise Rent-A-Car
1467 Humber Dr., Unit 300
Unionville, ON L4T 2M1

Julie captures her key qualifications for the position right from the start. She highlights her relevant academic program, business experience, skills, and personality. Her opening paragraph demonstrates her energy and enthusiasm for the position.

RE: Management Trainee Position

Dear Ms. LeClerc,

With over 5 years of part-time experience in management and sales in a small family business, a degree in Commerce specializing in Management from Rotman Commerce at the University of Toronto and leadership experience on campus, I believe I possess the skill sets you seek in a Management Trainee. Having spoken with you during our coffee meeting in November and through my research of Enterprise Rent-A-Car as a hard-working, hands-on and fun work environment, I am very excited about how my values and outgoing, "do it" personality is an asset for this role.

Julie prioritizes her assets by placing her business experience before her academics and extra-curriculars. While they are all important, Jane knows that for the Trainee position, her business experience and results have to shine.

My experience in helping run a family-owned import organization has given me opportunities to manage many aspects of a small business. I have maintained sales and service relationships with our retail customers, contacted and met suppliers, initiated and maintained a computer network, hired and trained new sales and clerical staff, and launched two new product lines. I thrive on the demands of meeting tight deadlines and solving problems in order to ensure that the customer receives outstanding products and services.

While working over 15 hours per week at XYZ Corp, I was able to maintain a strong academic performance and contribute to student experiences on campus. In my role as VP Communications with the Rotman Commerce Marketing Association, I coordinated the work of a team of 8 students, ensuring the quality of all written communication developed by the club while maintaining a style that fits the reader (catchy and cool for students, professional for external readers).

Teamwork is key to the Enterprise Rent-A-Car philosophy and my own professional philosophy. I have demonstrated strong teamwork skills at work and in group projects during my Management courses. Strong organizational skills tend to put me in the leadership role when a team is in the planning phase and then I move easily to the role of contributing member.

I believe that my leadership and customer service experience, combined with my personal qualities of energy and enthusiasm make me a great candidate for the Management Trainee program at Enterprise. I look forward to meeting with you to further discuss my candidacy for this position.

Julie wrote a very effective cover letter in which she stresses her business experience and her dynamic personality. Both are essential to the Management Trainee position and to Enterprise's corporate culture.

Sincerely,
Julie Patel

**Rotman
Commerce**

Sample cover letter - Accounting

Job Description: Staff Accountant, KPMG LLP Toronto, ON

WHAT YOU WILL DO

The wide range of businesses and projects we work on means that our people have huge variety in their roles. You will be part of a multi-disciplinary team, equipped with sector knowledge across many industries, and use superior analytic tools. You will work directly with your clients to help them identify and manage critical risks before they impact their business. You will leverage your academic experience in business management and technology to provide clients with proactive value added advice to improve their control environment and help turn their risk into their competitive advantage. This variation in the role means there is no set pattern for the types of work you will be doing on a day-to-day basis.

KEYS TO YOUR SUCCESS

Strong relationship-building skills to interact with clients, colleagues, and the wider community.
Being driven to continuously learn from experiences and seek out feedback and development opportunities.
Ability to provide crucial consultation and analysis for the variety of clients you will serve.

WHAT YOU BRING TO THE ROLE

You are highly motivated and enthusiastic to take on a variety of challenges and opportunities. You have a strong academic record and a high level attention to detail. You are passionate about being involved in your local community. You have a proven track record of successfully dealing with competing priorities and deadlines under pressure. You have a strong sense of personal accountability, and are focused on achieving your personal and career goals.

ORGANIZATION INFORMATION

Working at KPMG allows you to gain valuable on-the-job experience while building your professional network and business acumen. Being part of the KPMG Global member firm of 155 countries and 162,000 professionals, you'll be part of a high performing team and have access to ongoing professional development and mentorship at every level. You will work with national and global organizations, adding value and gaining valuable on-the-job experience. At KPMG, we'll provide you with the support to drive your own career and discover the countless opportunities available

Jorge Santos

416-555-5555 | jorge.santos@utoronto.ca | linkedin.com/in/jorgesantos

November 17, 20XX

KPMG LL
333 Bay St., Suite #4600
Toronto, ON, M5H 2S5

RE: Staff Accountant Position

Jorge creates an effective "Marketing Pitch" by demonstrating his research of KPMG and highlighting the key qualifications for the position and why his experiences are a good match.

Dear Hiring Committee,

I would like to express my interest in the Staff Accountant position with KPMG LLP. I will be graduating with a Bachelor of Commerce (Specialist in Public Accounting) from Rotman Commerce at the University of Toronto in May 20XX and plan to pursue a CPA designation. The renowned reputation of KPMG as one of Canada's leading professional firms in audit, tax, and risk consulting provides long term career opportunities for CPA bound students such as myself. I recently had the opportunity of meeting Jennifer Zhang, Tax Analyst at the KPMG Information session where I learned more about the firm's initiative of building diverse and inclusive business culture with clients, which I feel deeply passionate about as I pursue my future career path in accounting. I am confident that my strong academic background in accounting in addition to my leadership, analytical, team building, and customer service skills developed from my professional and volunteer/extracurricular involvement will allow me to make a strong contribution to your firm.

Jorge supports his customer service skills with specific work achievement. He then links this skills set to the needs of the new, potential employer.

My interest in audit and tax has evolved from my exposure to financial statements and tax compliance required from my volunteer experience at Canada Revenue Agency. Through my current tenure at Rotman Commerce, I have obtained strong knowledge of data analysis and SQL, Canadian tax, financial accounting and reporting and audit practices. I also have developed strong leadership and customer service skills while working within my current role of Vice President, Rotman Commerce Accounting Society (RCAS), where I am responsible for managing a team of 12 students, co-facilitating key on-campus recruiting events, and overseeing all budgeting for sponsorships with external stakeholders.

I learned the importance of integrity, professionalism and flexibility during my summer internship at TD Canada Trust. Throughout my intern experience at TD Canada Trust, I was responsible for independently completing a high volume of personal and business customer transactions which resulted in a promotion from our trainee program for demonstrating high initiative, flexibility and leadership traits. I also had an excellent opportunity to work with a large audit team to meet tight deadlines while working long hours to complete over 100 complex International tax returns ahead of the deadline. In addition to working at TD Canada Trust I had to balance taking summer courses at the University of Toronto, which has developed my time management skills – an asset when working at your firm.

Jorge shows professionalism by analyzing the employer's specific needs and then demonstrating these qualifications in his cover letter (accounting literacy, leadership, analytical, customer service and teamwork skills).

Given my strong analytical, problem solving, team building skills and customer service skills I feel I will uphold KPMG's objective of being a self-motivated industry leader dedicated to delivering global results and a high value of service to clients. Thank you in advance for your consideration of my application. I look forward to the opportunity for an interview where I can further discuss how I can make a positive contribution to KPMG.

Sincerely,
Jorge Santos

Rotman Commerce

Sample cover letter - Management Consulting

Job Description: Summer Associate, Boston Consulting Group (BCG)

At BCG we pride ourselves on being different - it's our entrepreneurial drive that sets us apart. We foster collaboration, value your ideas, promote based on talent, live balanced lifestyles and make time for FUN. We are one firm, one team, collaborating to support you wherever you want to take your career. Be part of the momentum.

YOU CAN EXPECT TO:

- Collaborate with a dynamic team
- Contribute in a fast-paced environment
- Learn from our professionals
- Grow your abilities and your confidence
- Gain an understanding of our services, businesses and industry
- Tackle multifaceted problems
- Be challenged and exposed to a range of projects
- Use what you have learned in the classroom
- Have fun!

WE EXPECT YOU TO:

- Contribute with the delivery of consulting services
- Provide support with the implementation, administration and completion of client engagements
- Analyze, gather and organize relevant information
- Question inconsistencies in information and help generate workable solutions
- Research, interpret and organize quantitative and qualitative information
- Participate in reviewing of reports, interviews, focus groups and surveys
- Design and develop quality presentations
- Format, develop and proofread professional reports and client summaries

Jillian Rodrigues

416-555-5555 | jrodrigues@utoronto.ca | linkedin.com/in/jillianrodrigues

October 30, 20XX

Mr. Jake Young, Senior Talent Manager
Boston Consulting Group (BCG)

RE: Summer Associate

Dear Mr. Young,

As a third-year finance specialist at Rotman Commerce, University of Toronto, I am excited to apply for a Summer Associate position with the Boston Consulting Group. I am confident my previous internship experience, strong analytical skills, and problem-solving ability will enable me to add quick value to the BCG team and valued clients.

The overwhelmingly positive experience I have recently had with BCG has moved me to apply for this position. Attending the BCG information session, held at Rotman Commerce in September, was eye-opening and very rewarding. I had the opportunity to speak with several consultants including Ron Howard and Colleen Francis, where I learned about the distinguishing qualities that make BCG an ideal place to start a consulting career. Beyond the obvious credentials of a top-notch client base, unmatched global network, and a platform to effect deep, large-scale change on business and society, it is the passion for business and true culture of collaboration that sets BCG apart for me.

I have had an interest in consulting ever since high school when I first made recommendations to my neighbour on how he could make his restaurant more desirable to potential clients living in the neighbourhood. I worked there as a part-time server and saw first-hand how subtle suggestions could delight and retain customers. I became hooked and knew that strategy, mixed in with some problem-solving within a business context, would be my career goal.

Since that experience, I have pursued this goal via multiple internship and project experiences. As a student consultant for a local non-profit organization, I led a team of four on a cost-reduction project. My research and analysis led to a successful recommendation of how our client could reduce costs by 15% while increasing payroll. My internship as a Business Analyst at Uber had me lead five focus groups and conduct an Ontario-wide survey to identify the top five millennial transportation trends. We gathered over 2,000 responses that were then compiled into a comprehensive report and presented to senior leadership, who then used the report to inform key decisions made that season.

I welcome the chance to further discuss how my qualifications will allow me to contribute to BCG's success. Thank you for your consideration.

Best regards,
Jillian Rodrigues

**Rotman
Commerce**

Sample cover letter - Marketing Assistant

Job Description: Marketing Assistant (413670), Aon Marketing Group

AON Marketing Group is looking to hire a Marketing Assistant who will be working closely with our marketing team to develop and implement marketing plans and strategies for our brands. As a successful hire, you will be tasked with helping identify marketing trends and opportunities for growth, as well as creating diverse marketing materials. You will be giving presentations about our ongoing campaigns and provide administrative support to our marketing and sales teams.

RESPONSIBILITIES

- Collaborating with the marketing manager, internal teams, clients and partners on marketing strategy
- Helping identify marketing trends and key opportunities for innovation
- Learning and working with various types of software for digital marketing
- Creating marketing materials
- Giving presentations
- Maintaining a marketing database
- Providing administrative support to the marketing and sales team
- Preparing, formatting and editing a range of documents
- Understanding company product and brand
- Creating and interpreting a variety of reports
- Organizing market research
- Analyzing questionnaires and other forms of feedback
- Updating social media accounts

QUALIFICATIONS

- Currently pursuing a degree in Marketing, Social Media, Digital Marketing
- Administration or sales and marketing assistant experience
- Effective written and verbal communication skills
- A high level of attention to detail
- Ability to work effectively within a team and independently
- Familiarity with diverse social media platforms
- Competency in Microsoft applications including Word, Excel, and Outlook
- Related job and internship experience
- Digital marketing experience

Jin (Jay) Huang

416-555-5555 | jin.huang@utoronto.ca | linkedin.com/in/jinhuang

February 16, 20XX

Ms. Hilary Johnson, Human Resource Manager
AON Marketing Group

RE: Marketing Assistant (413670)

Dear Ms. Johnson,

I am very interested in the Marketing Assistant internship with AON Marketing Group. I believe that my related education and work experience make me an ideal candidate for this position. I had the chance to speak with Karen McCormick, Manager of Marketing and Communications, at a Rotman Commerce speed-networking event in early February. She spoke to me a lot about the role and the work environment at AON. I immediately felt excited and motivated to apply.

I developed a passion for marketing and public relations in first-year university and got involved immediately with the Rotman Commerce Marketing Association through their Junior Marketer Program. I also sought other opportunities to develop my marketing skills. Last summer, I interned at the Royal Ontario Museum (ROM) where I developed web pages and slideshows publicizing the success of the diverse artist exhibits, along with other monthly events. Additionally, I was able to use my digital skills to assist the ROM in promoting a new sculpture series.

Furthermore, as a work-study student with the Engineering i-learn program, I update information on employers, events, workshops, and companies who offer full and part-time internships. This involves recording and managing data using Excel. Additionally, I email clientele when there is pertinent employer information missing and rely on my interpersonal skills to communicate with them effectively. Due to my strong communication skills, I was given the responsibility of publicizing all events, workshops, and company roles via multiple social media platforms.

I believe that my experience in marketing and my diverse skill-set make me an ideal candidate for AON. I will be ready to hit the ground running in the spring of 20XX and look forward to contributing to the marketing and communications team. Thank you very much for considering my qualifications for this application.

Best regards,
Jin (Jay) Huang

**Rotman
Commerce**

Next steps

Rotman Commerce Career Services offers you many options to put the finishing touches on your cover letter. Visit the Portal for a list of upcoming career labs, Career Peer Corner hours, drop-in appointments, and career-related events available to you.

Career Peer Corner

Get help from senior students on your resumé and cover letters. These students have been trained on giving feedback and have successfully applied to organizations that have interviewed and hired them, so they have first-hand experience of what employers are looking for.

Career coaching videos

This series of brief videos introduces you to career tools that will help you put your best self forward to recruiters and other contacts as you embark on your career journey. These videos teach you the fundamentals of the career search such as resumé and cover letter writing, interviews, and informational interviews.

Visit the RC Portal > Career Services > Resources Page to watch these videos.

Drop-in hours

Rotman Commerce Career Educators hold drop-in hours each week throughout the year so you can get a quick review of your resumé and cover letter. Bring a copy of your resumé, cover letter, and the job posting so we can ensure that you are tailoring your application for the position. No appointments are necessary. First-come, first-served.

One-on-one coaching appointments

Once you've used the services above and have your best draft ready to go, schedule a coaching appointment with a Career Educator to review your resumé. Sign up is available through the Portal > Appointments.

Rotman Commerce Career Educators

Each of our Career Educators have specific areas in which they work and have relevant industry knowledge. Visit the [Rotman Commerce website](#) to meet the team.

**Rotman
Commerce**