



# MBA Recruiting Cover Letter Guide and Student Examples

Graduate Business Career Development

## MBA Recruiting Cover Letter Guide and Student Examples

This guide contains a few important reminders for cover letters as well as some actual student samples. This guide is intended to accompany the associated Career Leadership Personal Branding video.

Though names have been changed, the following pages contain actual student cover letter examples that were volunteered by students who have gone before you. Career Development does not represent that these are perfect letters; the reality is, there is no such thing as a “perfect” cover letter.

A better way to describe these letters is that they were “successful” letters in the sense that, along with their accompanying resumes, they generally achieved the goal of at least garnering an interview, with many of these outreaches culminating in job offers.

This collection provides a strong sample of cover letters that represent a diversity of styles, experiences, and voice. Yet, each of them contains the core elements of successful cover letters.

We hope you find these examples helpful as you work on your own cover letters. You are, of course, encouraged to work with your career coach if you would benefit from a tailor resume and/or cover letter review for applications you are undertaking – particularly early on in your tenure.

## Important Reminders

### Remember – the Purpose of the Cover Letter is to:

- Introduce yourself to an organization
- Demonstrate your interest in the company/role
- Highlight key skills you bring to the table; what figurative dragons have you slayed in your past experience?
- **Motivate the reader to read your resume... which, hopefully, will get you the interview**

### Keep the following points in mind:

- Your Cover Letter Must Be Tailored to...
  - The needs of the company
  - The requirements of the role
- Each cover letter you write should be unique
  - Specific company/role
  - Proof that you've done your homework
  - Curated set of experiences/skills
- Don't write a generic letter as a way to save time
  - **If your letter could work for many different companies/roles with a simple “change all” of the company name, that's a sure-fire sign of a poorly written cover letter and the recruiter will see right through it.**

### Key Cover Letter Elements:

#### 1. **Why Them**

- Why you are writing
- Why you are interested in the company and the role (don't be generic)

#### 2. **Why You**

- Who you are/your pitch (student status, key strengths)
- What qualifications you bring to the position
- Specific examples that “prove” you've got the goods

#### 3. **Desired Next Steps**

- What you want to happen next (e.g., an opportunity to further discuss your qualifications, an interview, etc.)

# Cover Letter Samples

December 3, 2018

Dear Mrs. Kline,

It is my pleasure to submit my application for PwC's Senior Associate Internship. Through previous consulting experience, I developed a passion for problem solving and collaborating with clients. I am excited for the opportunity to take that passion one step further and operate as part of a team of problem solvers, assisting clients with delivering successful deals by executing in the areas of value, control, and people.

Prior to enrolling as an MBA candidate at the University of Notre Dame, I consulted in a dynamic environment while serving clients to tackle the federal government's most complex challenges. On an engagement supporting a Department of Defense (DoD) agency, we identified problems plaguing a major financial reporting system and improved the quality of transactions reported in financial statements. I developed the initial approach to assess and remediate a customized Enterprise Resource Planning (ERP) system by interviewing process owners on their system use and conducting rigorous analysis of data. Still in use today, our approach impacted the lives of military personnel by enhancing their payroll system and reducing risk of improper reporting practices.

In both on campus presentations and in building relationships with PwC practitioners, I was excited to hear about the firm's focus on community engagement. Within my community, I demonstrated passion for empowering young athletes by coaching field hockey. In three years, I coached over 150 athletes on various teams. My players learned to focus on a growth mindset and view "mistakes" as opportunities for improvement through both on and off-field coaching.

PwC seeks people who will contribute to a purpose greater than the bottom line and will bring humanity to services, positively impacting clients, society, and others. My record of execution in consulting and coaching demonstrate my passion to make an impact and succeed as a member of a team while serving others. Please consider my application for the Senior Associate internship.

Sincerely,

Pat Johnson

Dear Hiring Manager,

It is with great enthusiasm that I submit my application for the Global 100 Rotational Leadership Development Program at Wipro Limited. As an MBA candidate and an experienced professional with 6+ years of experience in a diverse range of roles, I feel confident that my skills in project management, sales, analysis, and team leadership will make me an asset to Wipro Limited.

I am currently an MBA candidate within Notre Dame's Mendoza College of Business, graduating in May of 2020. Prior to pursuing my MBA, I spent six years working in a variety of roles within a large multinational insurance company. In these roles, I had the opportunity to learn risk analysis, to identify and manage strategic projects both at the local and organizational levels, and to cultivate and grow partnerships with a portfolio of key clients that contributed approximately \$60M in revenue to the organization. I believe these skills would align well with the requirements of the Global Business Manager role.

Some of my most relevant experiences include:

- I have significant experience in identifying opportunities for strategic projects that support company growth, profitability, and culture and leading those projects from concept to implementation in partnership with senior management.
- I worked as part of a global and cross-functional team of five that rolled out a recognition program tied to key organizational performance metrics; as part of that project, I was responsible for leading the pilot project in North America and creating a package for the subsequent roll-out to all 70 countries where we had offices.
- I have successfully grown a \$60M portfolio of key clients by approximately 30% in partnership with a diverse range of functional areas such as marketing, communications, underwriting, and claims. In this client management role, I provided guidance and training to a team of underwriters managing the day-to-day communication with key clients to ensure a superior level of customer service.

I believe that my academic and professional experience would be a great fit for Wipro Limited. I would be very grateful for the chance to speak with you in more detail about my skills and qualifications.

Thank you for your time and consideration.

Sincerely,

Chris Doncaster

Dear Hiring Manager,

I am writing to you as I submit my application for the MBA Finance Internship - SLDP 2020 role with E. & J. Gallo Winery. Currently, I am studying for an MBA with a concentration in finance at Notre Dame. As someone who has previously been solving problems across a wide variety of disciplines, I am looking forward to doing so at E. & J. Gallo this summer.

As shown in my attached resume, I have spent the past two years working in operations and logistics roles for Anheuser-Busch at the wholesaler level. During this time, I've worked on cross functional teams to develop plans for potential supply chain loss, implemented training standards for new supervisors, and standardized trailer availability reports across breweries. Before that, I worked with international suppliers to design, build, and test prototypes for a new ceramic food storage container at Newell Rubbermaid.

In addition to the previous skills that I mentioned above, I wanted to highlight some of my previous experiences that would help me succeed at E. & J. Gallo:

- Managed teams of up to 16 operators to improve warehouse KPIs in safety, quality, productivity and out of stocks year over year at Anheuser-Busch Denver
- Created daily report and analyzed data to work with sales team to make action plans for \$70k+ per month of incoming product that was at risk of becoming supply chain loss
- Spent six months learning the logistics and operations business for Anheuser-Busch's North American operations, and then 18 months working at a company owned wholesaler

Finally, I wanted to reiterate my desire to work for E. & J. Gallo. Something that I'm passionate about is bringing people together, and E. & J. Gallo's portfolio of wines does that across the world. As I mentioned above, I have leadership, problem solving, and communication experience that will enable me to be successful at E. & J. Gallo.

Looking forward to hearing from you soon.

Sincerely,

Joshua Short

September 27<sup>th</sup>, 2019

Dear Hiring Manager,

I am a currently a First Year MBA Candidate at the University of Notre Dame's Mendoza College of Business. I am very interested in the GIS-LDP internship at Whirlpool because I am looking to apply my skills in cross-functional project management and operations to a tech and IT-focused role. Whirlpool has a proven track record in producing the best consumer appliances on a global scale, so I know it will provide an environment that will challenge and expand my skillset.

I am passionate about technology and collaboration, and in addition to three years in marketing client services, I have spent about two years in a very dynamic role at a venture-backed startup that hosted tech conferences. As Head of Operations and Account Management, I needed to source and integrate new systems with existing technologies regarding our ticketing, scheduling, registration, and Q&A platforms in order to reduce costs and streamline our customer experience. These changes resulted in reducing overall year-over-year operational costs by 59% and increasing our NPS score by 34.9 points in my first year.

To mitigate rapid client turnover, I worked with marketing and sales to drive growth initiatives, from strategizing new customer journeys around new products, to developing new marketing materials. I became the internal expert at understanding client problems, then finding a way to modify existing products to fit their needs. These changes helped the company achieve record-breaking client retention and repeat investment levels, leading to an almost 200% increase in repeat clients after my first year.

I am looking for a role that will challenge me to find IT solutions cross-departmentally and strategize a simple, streamlined process to solve complex problems. I would be privileged to be part of the team at Whirlpool solving these problems on a global scale and in the context of producing some of the best consumer appliances on the market. I would welcome the opportunity to interview for the role to determine if there is indeed a good mutual fit.

Best Regards,

Gwen Meyers

Optum, Inc.  
11000 Optum Circle  
Eden Prairie, MN 55344

11/10/19

Dear Hiring Manager,

As a current MBA candidate at the University of Notre Dame, I'm excited to apply for the Leadership Experience Rotational Program Internship with Optum. While I'm interested in the healthcare industry in general, Optum stands out to me because of its commitment to transforming healthcare and improving the lives of its members. Like you, I have modest goals of helping people thrive and want to revolutionize the current system. I look forward to combining my MBA with my MS in health science at Optum to do just that.

A former account manager at CVS Health, I have extensive experience performing complex analyses to provide insight and make strategic recommendations for my clients' pharmacy benefit plans. Additionally, I worked with my clients to improve their plan performance, limit costs for their firms and their employees, and identify opportunities to invest in the plan growth.

Some relevant projects from my most recent role at the Treasure Valley Family YMCA include:

- Implementing a participation data collection tool for the group exercise classes that guided the growth of average participation per class from 8.9 to 13.8 over 12 months
- Identifying an internal challenge with the file sharing system and leading a team to eliminate obsolete documents, reducing the number of documents by 20% which improved employee efficiency
- Overseeing a start-up budget of \$60k and managing a yearly operations budget in excess of \$100k

While my education and leadership experience will benefit me in this role, my ability to take initiative to solve problems with cross-functional teams is what makes me a standout candidate. I'd appreciate the chance to speak with you about the positive contributions I can make at Optum. Thank you for your consideration.

Sincerely,

Catherine Wheymouth

Ford Motor Company  
1 American Road  
Dearborn, Michigan 48126

November 9, 2019

Dear Hiring Manager,

As a current MBA candidate at the University of Notre Dame, I am excited to apply for the Finance Leadership Program Summer Intern position with Ford. While my previous experience was in the IT consulting realm, I am looking to leverage my MBA to transition into a more finance-based role. The internship at Ford stands out to me because of the opportunity to work on complex projects and the ability to drive differentiated results in the evolving transportation industry.

For the past four years, I have been leading IT consulting projects, engaging with CIOs at Fortune 500 companies, and mentoring fellow employees. My roles have allowed me to develop my leadership, analytical, and problem-solving skills while implementing cost-saving business solutions for my clients.

Some specific accomplishments from my recent position include:

- Leading a consulting team responsible for executing the savings strategy for IT services at an armored-car and cash management company in Dallas, Texas
- Presenting monthly and quarterly strategic roadmap reviews with Senior Executives in IT and Finance at Fortune 500 companies
- Identifying, negotiating, and selling several IT consulting and managed services projects valued in excess of \$2M

The combination of my past success as a leader, my MBA education in finance, and my desire to have a meaningful impact at Ford makes me a strong addition to the Finance team. At your convenience, I would welcome a chance to speak with you in more detail about the program and the difference I can make at Ford. Thank you for your consideration.

Sincerely,

Alison Freely

Dear Hiring Manager,

As a Master of Business Administration candidate with several years of enterprise software experience, I am eager to leverage my technical expertise and business acumen to contribute to world class innovation as a member of the Gartner team.

My experience as a Solution Architect at Hewlett Packard Enterprise inspired my enthusiasm for consulting, as well as amplified my fascination with technology. In my time at Hewlett Packard Enterprise, I developed deep domain expertise with regards to the application delivery lifecycle and routinely worked with clients to solve their complex technology and business challenges.

Some of my most relevant experiences include:

- As a Solution Architect, I specialized in the Application Delivery Management portfolio, which encompasses lifecycle management, functional testing, mobile testing, performance engineering, continuous delivery, and virtualization technologies.
- As a Solution Architect, I led technical demonstrations in face-to-face client scenarios, in addition to spearheading “Tech Talk Tuesday” series, which attracted larger remote audiences.
- As a Product Manager, I led technical scoping for new features and managed cross functional teams on product development initiatives.

Moving forward, I am interested in working alongside clients to develop their business strategies with respect to the competitive landscape, industry trends, and emerging technologies. I believe that technology is at the heart of every business, and I am eager to call upon, and broaden my domain expertise to help businesses to solve their most complex challenges.

In closing, I believe that I am great fit for Gartner Consulting and welcome the opportunity to discuss the role and my qualifications in more detail.

Sincerely,

Thomas Miller

August 30, 2019

Dear Hiring Manager,

I am a 2020 MBA candidate majoring in Corporate Finance and Strategy at Mendoza College of Business, applying for the role of Financial Strategy Analyst at American Airlines.

My interest in American Airlines is driven by company's commitment to creating a world-class customer experience and turning culture into a competitive advantage. American Airlines has backed this up by investing more than \$28 billion in people, product and fleet over the past 5 years, the largest in commercial aviation history. I desire to be part of the team that builds American Airlines to thrive forever.

Throughout my banking and finance career, I have championed customer experience as the bedrock of everything I do while building technical competencies and strong leadership skills across functional areas such as finance & accounting, operations, data analytics and risk management. Some of my skills and experience include:

- **Active Leadership:** Alongside leadership of cross-functional business development and software migration projects, I also have experience leading community groups which developed my personal style and enabled immense growth in areas that reflect my passions, including educational counseling and youth empowerment campaigns.
- **Data Driven Innovation and Analytics:** Basing every business decision on analytics, I spearheaded multiple projects that advanced my company's digital penetration agenda by reflecting customer purchasing behavior.
- **Confident Communicator:** As a senior client relationship manager, I developed strong communication skills through engagements with senior business leaders, presentations on market campaigns, and interactions with internal leadership during brain storming sessions for strategy execution.

The Financial Analyst role represents an exciting opportunity to leverage these proficiencies and new learnings under mentorship for immediate and lasting impact. The collaborative work environment at American Airlines further strengthens my interest in this role. In such an environment, given my experience and abilities, I believe I will be a valuable contributor to team success, actively driving initiatives to realize American Airline's strategic goals.

Thank you for your consideration.

Sincerely,

James Peffly

December 2, 2019

Dear Hiring Manager,

It is with great enthusiasm that I submit my application for the MBA Leadership Program Summer Internship in Business Process Improvement at Emerson. As a proven leader of cross-functional intelligence and recruiting teams during my time as a Captain in the United States Marine Corps, I am thoroughly excited about taking the next step in my career with a long-time leader in the manufacturing industry.

As you'll see from the attached resume, I spent the last three years as the Director of the Marine Corps' Officer Recruiting Station in central Illinois. I was responsible for meeting all assigned recruiting quotas in all recruiting categories across a large region. Many of my responsibilities in that role align with those in Emerson's Leadership Program; specifically, I had to utilize our data systems to develop, refine and execute business strategies to achieve our recruiting mission. Where there wasn't significant enterprise data, I had to mine it.

Deploying a mixture of soft skills and analytical skills, I had to think creatively in order to connect with college students in consultative sales conversations. As the director of a small-market station with historically thin margins for success, it was imperative that I led, mentored and developed my team to accomplish our difficult recruiting mission and cultivate healthy morale. I accomplished this through strong communication skills, steadfast work ethic, and a particular focus on process design and refinement. I turned around a historically low-performing station, making a name for myself as a mission maker and successful team-builder.

Before I was selected as an Officer Recruiter, I served as an Intelligence Officer, which involved leading teams of 10 – 40 Marines in both home-station and combat situations abroad. While deployed to the Middle East, I planned daily intelligence operations against ISIS, briefed the results to senior leaders, and developed new metrics to track the success and effectiveness of those operations.

I am invigorated at the prospect of working at Emerson - another industry leader that values problem solvers and developing their technical, business, and leadership skills. I sincerely enjoyed meeting Emerson representatives at Notre Dame's Internship Showcase in November, and would welcome the opportunity to discuss this position with you in more detail in January!

Sincerely,

Michael Brown

December 19, 2019

Dear Hiring Manager,

It is with great enthusiasm I submit my application for the “Accenture Strategy - MBA Summer Consultant” role at Accenture. The position is a great fit with my skills, passion, and experience.

I have worked in the entertainment industry for the past six years and developed a passion and tenacity for problem solving. I enjoy facing a problem head on and using analysis, my critical thinking skills and creativity to find solutions. Now that I am an MBA candidate at the University of Notre Dame, I am looking to roll up my sleeves and to take my passion as well as my skills in creative problem solving, quantitative analysis, and communication of complex ideas to a top firm like Accenture.

Some of my most relevant experiences include:

- **Creative Problem Solving:** Due to the complexities of the Chinese theater industry and the collection of royally payments, our agency had a policy of not doing business with Chinese theaters. In order to close the agency’s first license deal in China, I used financial models and quantitative analysis to create a completely new royalty calculation and structure based on upfront payments and flat-fee royalties. This resulted in a six-figure deal and a very happy client.
- **Quantitative Analysis:** As a producer of concerts in New York City, I developed financial pricing models for ticket sales, which took into consideration capacity, ticket demand, seat location, and pricing levels in order to ensure profitability for each production.
- **Ability to Communicate Complex Ideas:** I have enjoyed significant experience working with award-winning clients and cultivating genuine relationships through face to face meetings and digital communication. This included daily contact with clients to communicate complex contractual covenants as well as financial royalty calculations. In this way, I not only had to explain qualitative information, but also quantitative formulas and figures.

In closing, I would be an excellent addition to Accenture and would offer a unique perspective to my teams. I welcome an interview for the position and an opportunity to speak to you more about the role and my qualifications.

Sincerely,

Latonya Green

January 23rd, 2019

To Mr. Timothy Hudson,

Greetings! My name is Jean Collins and I am a 2020 MBA candidate passionate about delivering value as a Summer Intern with SLKone Consulting.

Before pursuing my MBA at Notre Dame, I was studying and preparing to be a missionary priest. While my desire to serve others remains intact, my life has taken a surprising turn toward business. Although my background is unconventional, I bring several key skills to the table.

- My liberal arts, logical, and philosophical training have enabled me to view problems from multiple strategic perspectives.
- Public speaking is a bastion of seminary training, and throughout my tenure I received consistent training and weekly - if not daily - public speaking experience.
- I have lived half my life in close knit international communities, including four years abroad, which have taught me to relate to all types of cultures and personalities.
- I stress my ability to listen, establish relationships, and generate trust quickly in little time with clients, accompanying them to resolution.

Combining the soft skills above with a proven desire to deliver value, prior experience, and my analytical MBA education, I will contribute to SLKone's innovative approach to consulting.

As part of my journey, I was assigned as Director of a small non-profit floundering from a marketing and financial perspective. I was challenged with a rapid turnaround to prevent shutdown. I enjoyed the mix of strategic formulation and hands on implementation which I was able to meet personally due to the small scale of the business.

The solution involved several key factors. The first point of work was development of a new and innovative business strategy. I rebranded and marketed this new tack via website development and print media. Logistical planning, complete P&L responsibility, and event management all exercised my acumen. Building a strong team and forming relationships with partner institutions, donors, volunteers and clients led to award winning execution.

Thank you for taking the time to review this letter and my resume. I look forward to our future discussions.

Best Regards,

Jean Collins