

Creative Cover Letter Openings

The point of a cover letter and resume is to differentiate you from other candidates and make the employer sit up in his chair and take notice. Here are some sample lead-in-lines to pack power into your cover letter.

Power Technique

"Since you will soon be working on your spring fashion catalog, I have enclosed my resume and portfolio to show just how my background in fashion photography will be ideal for the staging of this photo shoot. I would like the opportunity to share with you my idea for a photo strategy for the marketing of your new line".

"Let my 10 years experience in project management and collaboration with engineers and architects, step in and fill your design management position. I can start immediately and am familiar with the Arch building project and the sustainable elements bring implemented. I have followed your project through discussion with one of your distinguished Architects, Ray Boon at the Michigan Sustainable Business Forum

Personal Referral

"I recently met Silvia Jennings, a partner in your Chicago office, at the IDSA National Conference; she informed me that the Kansas City office is actively seeking to hire fresh new talent for your new line of "juvenile electronics"

"Laurel Flowers, who supervised my work as new collections assistant at the Grand Rapids Public Museum, recommended that I apply for the Assistant Curator position, because of the similarities in the responsibilities to your open position at the Institute of Great Art"

News you've read:

"It was not a surprise to me that your firm was again recognized for it's commitment to the environment by winning the, *AIA Green Innovation Award*. I have followed your firms continued effort to be the leader in this state. and would like to discuss a future internship with a company that incorporates sustainability in their projects".

"Congratulations on winning the Gold in the interactive media category at last week's Addy Awards. I too, was awarded gold in the student division for my special effects video."

"As soon as I read that the ABC Company hired your firm to launch the Silly Willy Chair campaign, I knew I needed to get my resume to you right away."

Headline or Question:

"2009 Kendall Studio Excellence Award Winner for Illustration"

Seeking a position with School Zone Publishing. My portfolio is focused on the children's media with unique character development projects and storyboarding, proof that I can bring value to your products and its market.

"Are you still looking for that exhibit designer that can hit the ground running?"

I just completed my second internship with "Sensational Exhibits" where my team's design was submitted to the Steelcase Company and was met with great enthusiasm."

Quotation:

"There is a real magic in enthusiasm. It spells the difference between mediocrity and accomplishment." — Norman Vincent Peale

"My enthusiasm comes from my passion for design. But, I bring the proof of my ability in my portfolio built on projects and my design internships."

Testimonial:

"Creative, excellent computer skills and a real team-player, I would hire Leslie back in a minute".

Art Director
Campbell Advertising Agency

More great cover letter openings - <http://susanireland.com/letterguide/lead.html>

Customized opening paragraphs -

http://www.resumesandcoverletters.com/tips_blog/2009/03/customizable-opening-paragraph.html