Cover Letter Tips from a Human Resources Professional
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1. All resume submissions should include a cover letter.

2. Cover letter should be same stock, color, and type font as resume.

3. Cover letter should be personalized and addressed whenever possible:
   i.e. Name of Human Resources Director or Manager or in small company, the company president, owner’s name, or the immediate Hiring Manager. If it is a large company and you don't know or can't find out the name, send to the Human Resources Manager or Director.

4. Content should never exceed one page in length.

5. First paragraph should be the introduction of self to company with something to catch the eye of the reader.
   i.e. Don’t just put "I want to work for your company." or “I know you have a great company and it would be a great place to start my career"

   Discuss the specific opportunity available or why this company is of interest. Such as "M&T Bank is known for it’s innovative products and customer service." or "M&T Bank has the geographical locations that I wish to pursue with my interest in financial services."

6. The middle paragraphs should be a snapshot of why the candidate should be considered for "this" position or "this" company. Discuss what skills, experiences, or extra-curricular activities can add value to the company that the candidate is contacting.

7. The closing paragraph needs to reassert the interest in this company and this position. In addition, the candidate should ask for the interview and provide the methods to contact the candidate. Also, the candidate may state that they will follow up with a call if they don't hear from the company in a couple weeks. It is OK to be forward but do not be pushy.

8. Always close with a sincere thank you to the company and the person contacted.