

TAILORING YOUR APPLICATION MATERIALS



With the tough competition in today's job market, you want to make sure you stand out. The best way to ensure they can't ignore you is to tailor your cover letter, résumé, and references to each position to which you apply. Start with the job description and highlight the skills and experiences that you have and include those in your cover letter and/or résumé. Make sure to use the same language of the job description! If they use "execute" and you have "implement" on your résumé, update it to "execute". Your references should be tailored, too. If you know someone at the company that is willing to speak highly of you, include them. In addition, list references who can speak to the skills that you need for the job to which you are applying. Follow these tips and the subsequent examples of a job description, tailored cover letter, tailored résumé, and tailored reference page for standout application materials!

“Be so good they can't ignore you.”

- STEVE MARTIN

JOB POSTING EXAMPLE

MARKETING INTERN/ BRAND AMBASSADOR

The Position: The marketing department at the Louisville Palace and Mercury Ballroom, both Live Nation music venues, are seeking summer marketing interns to join our Brand Ambassador Program (BA), which is our department's official summer internship program.

As a BA, you are responsible for **assisting with all branding** at both venues and **assisting with marketing** the venue's shows. A Brand Ambassador is an individual who is **strongly connected to and involved with their university** and the Louisville metro area, as well as understanding the demographic of their university and the Louisville metro area. Brand Ambassadors will be responsible for the following:

- **Execute** show marketing plans
- Execute street team initiatives
- **Create** brand activation experiences + **promotional campaigns**
- Work on and off site events
- **Administrative** support such as
- **Assisting** with buying and trafficking **digital advertising**
- Assisting with creation, proofing and ordering of in venue assets
- Assisting with **social media** community management and maintenance
- Report to the Marketing Manager and Marketing Coordinator

Skills and Requirements:

- This position will still require 15 hours per week whether you are in office or in the field
- Must be **personable, outgoing, extrovert with a unique and individual personality**
- Must possess the ability to **create the vision for innovative brand marketing strategies**, but also understands how to **logistically** execute them
- Reliable and ability to **meet deadlines on a weekly basis**
- Thorough **communicator** under all circumstances and very responsive to emails
- Ability to follow direction, but must also be proactive and take **initiative**
- Strongly involved and connected to your campus and the Louisville metro area
- Strong knowledge of the demographic and landscape of your campus and the Louisville metro area
- Excellent networking skills and the ability to create **meaningful connections**
- Prior **Photoshop experience** is a plus, but not required. However, prior to starting, you will be responsible to learn some basic knowledge
- Proficiency in Microsoft Office, including Excel
- **Proficiency in social media**. Must have **Facebook, Twitter, Instagram and Snapchat accounts**.

COVER LETTER EXAMPLE

Ima Knight

2001 Newburg Rd. | Louisville, Kentucky, 40205 | 502-272-7243 | iknight@bellarmine.edu

January 20, 2017

Ms. Mallory Kramer
Marketing Manager
Louisville Palace
611 S 4th St, Louisville, Kentucky, 40202

Dear Ms. Kramer:

I was excited to hear of the Marketing Intern/Brand Ambassador position through my residence hall supervisor, Ashleigh Smith, and eagerly applied. As a sophomore majoring in Communication with minors in Marketing Communication and Art at Bellarmine University, I am passionate about **assisting the team** at the Louisville Palace and Mercury Ballroom **with branding and marketing**. I believe you will find that my academic background, **communication** skills and **on-campus connections** through leadership experiences have well prepared me for this opportunity.

I strive to **make meaningful connections with all campus and community members** that I meet, and will apply the same hospitality that Bellarmine values to the people of the Louisville Palace and Mercury Ballroom. **My outgoing personality** has allowed me to develop strong communication and collaborative skills while working with various student organizations and offices to create and market new **initiatives**. I have also developed a proficiency in marketing principles, communication skills, HTML and CSS coding, media writing, and **Adobe Photoshop** through my coursework. My studies and my creative abilities have allowed me to assist with several **promotional campaigns** for the Bellarmine Activities Council (BAC), the Office of Residence Life, and the Office of Admissions through mediums such as **social media**, t-shirt design, and **digital advertisement**. I believe my hospitality values, leadership experience, and skill set will make me a valuable member of the marketing team.

Through my internship at the Louisville Science Center, I had the opportunity to assist in the **creative** process of special event planning from beginning to end. I designed venue layouts, **created the vision for marketing materials** to promote events, helped with event set-up, greeted guests as they arrived, and provided on-site support for administrators during events. The skills that I developed through this experience have made me a strong **communicator**, and an excellent candidate for the Marketing Intern/Brand Ambassador position.

As I prepare for a career in marketing and promotions, I am eager to gain a more detailed understanding of the field and excited about the chance to contribute to The Louisville Palace and Mercury Ballroom. Enclosed is my résumé for further review, I look forward to hearing from you and learning more about the position. Should you have any questions, feel free to contact me at 502-272-7243 or at iknight@bellarmine.edu. Thank you for your time and consideration.

Sincerely,

Ima Knight

Ima Knight

RÉSUMÉ EXAMPLE

Ima Knight

2001 Newburg Rd. | Louisville, Kentucky, 40205 | 502-272-7243 | iknight@bellarmine.edu

EDUCATION

Bachelor of Arts in Communication; Minors: Marketing Communication and Art

Bellarmine University; Louisville, KY

May 2019

Cumulative GPA: 3.75/4.00

Dean's List: 4 semesters

MARKETING & SPECIAL EVENTS EXPERIENCE

Community Outreach Co-Chair

Apr. 2016 – May 2017

Bellarmine Activities Council; Louisville, KY

- Developed, organized, and **executed** campus-wide events for students by collaborating with other organizations and departments that foster community and tradition
- **Created** multi-media **promotional campaigns** for campus-wide events and posting content on **social media** platforms **Twitter, Facebook, Instagram, and Snapchat**
- Strengthened interpersonal and teamwork skills through collaboration with members of the Activities Council

Hotel and Transportation Chair

Dec. 2016 - Feb. 2017

Kentucky Association of Residence Halls (KARH) Conference; Louisville, Kentucky

- Drafted multi-route directions for conference attendees
- Served on a student executive board to outline content and **logistics** of conference
- Organized hotel room accommodations for 150 student delegates attending the conference

Special Events Intern

May 2016 – Sept. 2016

Louisville Science Center; Louisville, KY

- Greeted guests at special events and provided **administrative support** for the Special Events Office
- Demonstrated problem-solving skills by creating **venue** layouts and setting up events

CAMPUS INVOLVEMENT

Ambassador

Sept. 2015 – Present

Bellarmine University Office of Admission; Louisville, KY

- Provide excellent customer service by greeting prospective students and families and answering questions and/or concerns about the campus and culture
- **Promote** the features of Bellarmine University with the goal of helping increase enrollment
- Host high school seniors once a year for an overnight experience to help prospective students **connect with one another and to the campus**

Academic Peer Advocate

Aug. 2016 – Present

Bellarmine University Office of Residence Life; Louisville, KY

- Advise first-year residents about the transition to college academics by holding weekly office hours
- Coordinate monthly events and **create promotional campaigns** for 32 residents
- Update bulletin boards monthly with useful resources and advice on how to achieve academic success
- Collaborate with other Academic Peer Advocates and **partners across campus** to **create programs for residents**

Peer Tutor

Jan. 2016 – May 2016

Bellarmine University Student Success Center; Louisville, KY

- **Assisted** students with studying in various subjects such as History, Political Science, and Sociology
- Utilized various teaching and **communication** styles when working with students

REFERENCES EXAMPLE

Ima Knight

2001 Newburg Rd. | Louisville, Kentucky, 40205 | 502-272-7243 | iknight@bellarmine.edu

REFERENCES

Ashleigh Smith

Intern

Louisville Palace
625 S 4th St, Louisville, KY 40202
asmith@bellarmine.edu
502-572-4444

Penny Pineapple

Director of Special Events

Louisville Science Center
727 W. Main St., Louisville, KY 40202
ppineapple@louisvillescience.com
502-123-4567

Harold Handshake

Assistant Director of Campus Traditions/BAC Advisor

Bellarmino University
2001 Newburg Rd., Louisville, KY 40205
hhandshake@bellarmine.edu
502-272-0000

Robert Bellarmine

Professor of Communications

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rbellarmino@bellarmine.edu
502-272-0001

Always ask references for permission to list them first. Choose references who can speak positively about you, especially in relation to the skills/experiences you have included in your cover letter and résumé.

Examples may include:

- Employees of the company
- Previous supervisors
- Coaches
- Sponsors of campus or community organizations
- Professors
- Previous or current colleagues