

5.4 WRITING

JOB / INTERNSHIP APPLICATION - COVER LETTER

A cover letter is the letter attached to a printed resume/ cv. It is also called job application letter. Writing an application (covering letter) for job and preparing a data sheet or resume to be sent along with it or separately, are among the most important skills. In a way, an application letter serves the same purpose that of sales letter. The sales letter aims at selling a product or service, while an application letter sells a person's suitability for a job or ability to work.

It should not exceed more than a page. cover letter should be a complement to the resume. Rather than repeating the information from cv a covering letter should provide additional information about the candidate's skills and accomplishments.

Cover letter should mention the position one applies for and justify with necessary details about what makes him /her the perfect fit for the company. It should include specific information about why you're a strong match by using examples from your own work life. The goal is to add a personal touch to complement the data-oriented facts from your resume. An effective cover letter should also explain the reasons for why the candidate is interested in the company and position applied for. cover letter consists of just a few paragraphs. A beginning, an introduction, a body text, and a closing. It should be brief.

Qualities Of Good Job Application Letter

Professional approach: Use standard letter format and style.

Positive tone: The tone of letter should be consistently positive.

Genuine interest: Show interest and concern towards the job and company.

Be specific: Give specific details of the applicant's education; training, experiences, and skills should be emphasised.

Coherence: Organise your letter with consistent style and logical sequencing.

Sample:1

Dear Maria,

Your advertisement looking for a Content Marketing Manager made my heart skip a beat. I helped grow My Shoppo's revenue with 85% by adding content marketing to our growth strategy and I am confident that I can do the same for you.

In my previous position with My Shoppo I worked independently on a project aimed to grow its brand awareness by implementing content marketing. This strategy ensured that our prospective customers and partners always felt a strong connection to our company and products and thus I was able to build quality relationships and work collaboratively and professionally with all stakeholders.

A year after implementing the content marketing strategy the results reflected:

- 67% increase in overall customer recognition of our brand and products
- 33% increase in brand ambassadors

I find myself suitable for your present requirement of a person to oversee the channel-specific strategy and development of all content for the department's social channels and video platforms. This task is a great opportunity to expand your audience's knowledge of your content, which I as a Content Marketer is passionate about. Given the chance I would love to use my knowledge of social media and video-editing skills to achieve great results.

I'd be thrilled to learn more about this job opening, and show you how I can help Unilever grow through a strategic content marketing effort.

Sincerely,

James Joseph

Sample 2

From 30 10 2021

S.V.Aryan

55, Gopuram colony Sivakasi

To

The Manager, MANTech,
Suzlon Energy, Coimbatore

Sub: Applying for the post of Project Engineers in Civil Engg dept.

Dear Sir,

I read on your website of your client's requirement of Project Engineers to work in your reputed company. I have a degree in Civil Engineering from Anna University. I believe that I have the necessary credentials for the position you are offering. I speak English fluently as I studied in an English medium from my schooling. Besides, I also have a TOEFL score. This is the first time I am applying for this kind of job. but I have worked at various levels in the construction industry. As you can see from my CV, I worked several summers as a general labourer, and now working as an Assistant Construction Instructor.

As a person, I am hard-working, punctual, responsible and I think I am able to communicate effectively with people. I am confident that my civil engineering degree, along with my construction industry experience, makes me a suitable candidate for your job.

My aspiration is to work for a reputed company such as yours. I look forward to hearing from you. Thank you for your consideration.

Yours sincerely,

C. Karthick

Sample 3

9/10/2017

From

K.Raj Kumar

15 Car Street, Velachery Chennai-42

To

The Senior Manager NFG Bearings Ltd A..

174. Anna Salai.

Chennai-600 002.

Respected Sir

Sub: Application for the post of Development Engineer in your organization- RegRef: Your Adv. No.467/NFG/11 dated 05/10/2011 published in "The Hindu".

With reference to the advertisement cited above, I offer my candidature for the post of development Engineer. With regard to my academic career, I am a fresher with B. Tech in Mechanical Engineering from XYZ Engineering College, Chennai with first class. I did a 4-month project work in the field of bearings in ANS Ball Bearings Ltd, Bangalore and a 2-month project in marketing division of VK Bearings Ltd., Hyderabad. As the field of my specialization is in bearings, I am confident of performing my job efficiently. Further, the experience I gained both as a development engineer and in charge of the marketing division would help me to discharge my duties with commitment and initiative. If offered an opportunity to serve in your company, I will prove to be an asset to the company.

Thanking you

Yours sincerely,

K.Raj Kumar

Difference between Bio Data / CV and Resume

Resume, CV, and bio data are three terms often used in similar cases yet each having different meanings at the core

Bio Data

Biodata is the short form for biographical data. It is an archaic terminology for Resume or CV. Bio-data is mainly used for applying in government and defense jobs or for any academic or research grants or matrimony websites or to introduce someone as a guest speaker or to be retained on the back cover of a Book regarding the author of that book. Objective of a bio-data is to represent Their personal particulars. A bio-data is not about any Particular specialization or skills Rather it is about personal attributes.

The Essential information of a bio-data includes our Name, age, height, weight sex, date of birth, Gender, race, religion, nationality, residence, marital status, family members, education and professional profile. A bio-data does not require any references

Curriculum Vita

CV is a short form of Curriculum Vita a Latin word meaning course of life. CV is a preferred option for fresh graduates and people looking for a career change. Objective of a CV is to demonstrate Someone's academic as well as Scholarly achievements alongside all the experiences and skills and every other general talent one possesses. CV contains all general Information of a candidate. It is not job specific. The essential information of a CV includes experiences technical proficiencies, achievements, positions, or responsibilities handled, personal talents, Voluntary and extra-curricular Activities etc. The length of a CV is Generally two to three pages or even Longer as per the requirement. the length of a body that can be as long as it takes to entail all the relevant Information. In CV it is necessary to include references.

Resume

Resume is a French word meaning summary. A resume is suitable when experienced people apply for Specific positions where certain Specific skills are more important than Education. It is more applicable for middle and senior level jobs. The objective of a resume is to represent the skills and experiences necessary to succeed in the position.

It is job-specific and contains only job specific information of a candidate. The essential information in resume covers only and specifically those skills and experiences which are relevant to the target job profile one is looking for. The length of resume should be Preferably one page or at best two pages It is not necessary to include references in a resume.

SAMPLE RESUME

Mathew John

Mobile: +91-9894889142

E-Mail: mathews83@gmail.com



CAREER OBJECTIVE

Seeking a position to utilize my skills and abilities that offers professional growth while being resourceful, innovative, and flexible. To work in a challenging environment that provides me very good opportunities for growth and development.

PERSONAL PROFILE

Hardworking, Self-motivated, responsible, outgoing personality. Enjoy meeting new challenges and well adapts to new situations.

PROFESSIONAL EXPERIENCE

Operations Manager - Sutherland Global Services Chennai, India.

July 2006-December 2006

Senior CUSTOMER CARE EXECUTIVE - Sutherland Global Services Chennai, India.

(12th August 2009– 10th February 2014)

ACADEMIC RECORD

Examination	University/ Board	Institution	Year	Percentage
B.E. (Mechanical)	Anna University	M K Engineering College.Kilakarai.	2002 – 2006	70 %
Higher Secondary Examination	Kerala State Board	SH Higher Secondary School, Panthalam .	2000 – 2002	68.00 %
SSLC	Kerala State Board	Swas School, Tripunithura	1999 – 2000	60.00 %

TECHNICAL BACKGROUND

- ☐ Pro-Engineer
- ☐ Autocad2000
- ☐ MS – Office
- ☐ C, C++, & Java

STRENGTHS

- Quick learner and hard worker
- Flexible and quickly adapt to new working environments
- Work independently and as part of a team
- Ready to do jobs without any conflicts

FIELD OF INTEREST

Production Technology

PROJECT TOPIC:

Failure Analysis in BUTT SEAM Welding Machine.

Integral Coach Factory, Chennai

