

Click to prove  
you're human



























cover letter, focus on specific achievements that highlight your strengths. Escalera recommends using actionable language to describe your contributions rather than simply stating that you "have experience," opt for dynamic phrases like "I led a project that improved team productivity by 30%" or "I developed a strategy that streamlined operations and cut costs by 20%." This type of language adds energy and shows the impact you can bring to the organization. Finally, close with enthusiasm. Reaffirm your excitement about the opportunity and thank the employer for considering your application. A strong closing might say, Option 1: "I am truly excited about the chance to contribute to your team and look forward to the opportunity to discuss how my background can be of value to your organization." Option 2: "Thank you for your time and consideration. I'm eager for the opportunity to contribute to [Company Name] and would welcome the chance to discuss how my skills align with your needs. I look forward to your response and am happy to provide any additional information." 3) Why Personalization and Storytelling Are Essential In the past, cover letters were often seen as formalities that were merely submitted with resumes. But today, personalization and storytelling have become crucial components of an effective cover letter. Escalera says that "while a resume provides the facts, your cover letter gives them context. Share an anecdote that illustrates your skills and experiences, making you more memorable." Recruiters want to know who you are beyond the resume. Your cover letter is your chance to explain why you're passionate about the position and how your experiences align with the company's values. Personalizing your cover letter helps you connect with recruiters on a human level and sets you apart from other applicants. Telling a story that highlights key moments in your career journey can make your cover letter memorable. By showcasing your enthusiasm and showing how your skills align with the company's mission, you can demonstrate why you're the perfect fit for the role. 4) Addressing Career Gaps or Career Changes One of job seekers' most common challenges is addressing career gaps or making a career change. Whether you took time off for personal reasons or are pivoting into a new industry, your cover letter is the perfect place to explain your situation. Escalera advises that candidates frame these transitions positively. It is important to focus on what you learned during the gap or the transferable skills you've gained from a different industry. Instead of framing a career change as a setback, present it as an asset. For example, explain how your diverse background offers a fresh perspective, which can be invaluable to the employer. The key is to be honest and proactive in showing how these experiences have prepared you for your new role. Demonstrating self-awareness and a willingness to grow will leave a lasting impression on recruiters. Make It Easier To Send Your Cover Letter Your cover letter is one of the most critical tools in your job search. While writing a unique cover letter for each job you apply to can be time-consuming, the personalization will give you more chances to succeed. I recommend that if you're applying to similar roles, the achievements section can remain the same; you need to update the introduction and the closing. This way, you can efficiently tailor your cover letter while ensuring it speaks directly to each company and role. With these tips, you'll be well on your way to writing a cover letter that captures the attention of recruiters and boosts your chances of landing that dream job.

**What makes a good cover letter. What makes a cover letter stand out. Example of a strong cover letter. What makes a great cover letter.**