

Opening paragraph examples

Sample 1:

XYZ Apps Incorporated has shown its commitment to excellence yet again by recently releasing XYZPlay, the most popular app in the United States. My recent discussion with Mark Williams, Director of Operations at XYZ Apps, confirmed my desire to work for the company because of its unwavering pursuit of improving the user experience. I am not only passionate about pleasing the end-user, but also building relationships across cross-functional teams to develop fun, smart and useful apps.

Sample 2:

Starbucks Coffee Company has been part of my life since I became a regular consumer of Frappuccinos nearly 15 years ago. I have truly enjoyed watching Starbucks grow and am impressed by the company's recent decision to open its first Tazo tea store in Seattle. After speaking with internal product manager Brian Gallo, I was excited by the company's initiative to unite internal teams to work toward the common goal of successfully debuting the Tazo tea store. I am very interested in joining this product team.

Sample 3:

During my time at Haas, I have had the opportunity to connect with several Neutrogena Marketers, including Kerry Sullivan and Karen Brown. These interactions confirmed that Johnson & Johnson shares my passion for putting the consumer's needs and well-being first. At Google, I worked with more than 100 brands across ten CPG companies to develop and implement digital advertising campaigns. I fell in love with the emotional nature and consumer-focus of CPG marketing. My experience at Procter & Gamble as an Assistant Brand Manager Intern has further strengthened my commitment and knowledge of CPG marketing.

Sample 4:

Morgan Stanley's one team attitude struck a chord with me. It substantiated my desire to take my leadership, business and consulting knowledge in the technology sector and apply it to management consulting. With its relentless emphasis on career development, powerful combination of people, and exceptional results, I'm convinced that Morgan Stanley is my firm of choice. I am very excited at the prospect of using my passion for technology and business as part of the Morgan Stanley team to solve some of the world's toughest organizational problems.

Middle paragraph examples

Sample 1:

I would bring Lazard a combination of academic excellence, strong analytical skills, team leadership, strategic thinking and relationship development, as exemplified by the following:

- Awarded 2nd place at the Haas School of Business ACG Cup Competition 2010, a case competition with more than 20 competing teams focusing on M&A and LBO.
- Led a core team in the development of GeneAtlas, a GPS device, from concept to full commercial launch. Product expected to generate revenue of \$100 million in three years.
- Founded YCG, a private consulting firm, and provided services from technology consulting to enterprise evaluation.
- Built and organized SVCBA (Silicon Valley Chinese Basketball Association), a basketball league currently consists of 6 teams with 80+ registered players.

Sample 2:

I joined the management team at EnRG Foods just after the company's release of its first energy bar product, TopPerformer. The product debuted with a 20 percent approval rating, disappointing investors, internal employees and consumers alike. As the Lead Product Manager, it was my responsibility to raise both TopPerformer's popularity and the morale of the product team, which had dropped to a mere 60 percent. Some notable achievements include:

- By June 2010, roughly one year after I had been promoted as the Director of Product Management, TopPerformer's approval rating jumped to more than 80 percent with consumers, earning the company a profit margin of 80 percent.
- Team morale reached an all-time high at 90 percent and several of the team members I managed directly received promotions in other departments.
- After the investor fall-out from the initial debut, I helped the TopPerformer team identify two additional investors and partnerships with Speedo, Nike and Adidas.

Sample 3:

I came to Haas to broaden my skill set and concentrate my focus on the management and business skills that I needed to succeed in my progressive career at Cisco Systems, Inc. I was recently promoted to a manager, from a technical leader, due to my passion and drive for delivering quality products and services on time, every time. Last year, I had the unique opportunity of taking on a new charter of delivering the next generation of services to our clients and customers. Skills for this project included:

- Planning and executing the project in collaboration with the IT, architecture, development, test and product management teams
- Creating and delivering client solutions
- Interacting with senior executives, which I thoroughly enjoyed and confirmed my ultimate desire to be consultant

Closing paragraph examples

Sample 1:

I believe the combination of my applied experience, analytical PhD research and MBA from Haas will allow me to make a significant contribution to Revel Consulting. I would appreciate an opportunity to meet with you to discuss how I could apply my skills at your firm and contribute to its continued success.

Sample 2:

My experience and skills have prepared me to be a strong asset as a Product Manager with Google. I look forward to the opportunity to discuss my candidacy with you in person and find out more about how I can contribute to Google's success. Thank you in advance for your time and consideration.

Sample 3:

My personal affinity for the Starbucks brand coupled with my successful track record at Sara Lee, Naked Juice and EnRG Foods makes me a qualified candidate. I would greatly appreciate an opportunity to interview for the product manager role at Starbucks to spearhead the Tazo store team. Thank you for your time and consideration – I look forward to hearing from you.

Sample 4:

I'm an entrepreneur at heart and strive to build a career that benefits others. I would like to be considered as the product manager at XYZ Apps because my tactical skills are sound and my strategic approach to success has proved to benefit my current and past organizations. I would like the opportunity to speak with you further about my qualifications. Thank you for your time and consideration.