Professional Development Workshop: Writing an Effective Cover Letter
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 Internship 4900
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On November 12, 2019 Alexia Hernandez attended a Professional Development Workshop on Writing an Effective Cover Letter in City University of New York (CUNY), New York City College of Technology. This workshop was held in room () and was from the hours of 12:45am-2:00pm. In this professional development workshop Hernandez got the opportunity to learn how to write a cover letter that will intrigue a hiring manger at a job one is applying to. In this workshop Hernandez learned how to write a five paragraph well-written and constructed cover letter in which Hernandez highlighted her skills and past experiences in order to impress the employer’s attention, convincing them to further review her resume. In order to complete a effective cover letter there was objectives that the students show follow.
 In the workshop students learned how to start a cover letter, by incorporating the Don’t, What, Where and Why. The don’t is, to not start a cover letter by saying your name. The What is to introduce the position and company that one is applying to. The Where, is where you found the information for this position. Finally, the Why is the reason you’re applying for this position. After the introduction paragraph comes the 2nd paragraph and which one is supposed to state their previous or current job experience and what their experience and knowledge brings to the position one is applying to. The 3rd paragraph consists of one’s skills, experiences and achievements. This is where Hernandez will use her resume and experience in major courses to highlight what she can bring to the company. The fourth paragraph is why one applied to the company and the 5th part is a sentence closing the cover letter in which one will thank the reader, remind them that your resume is enclosed and provide an email where one can be reached.
 In the workshop Hernandez learned about the three types of cover letters which are; application Letter, referral/networking letter and letter of interest. Hernandez learned what all letter are for and when and how they can be utilized. Hernandez also learned the Do’s and Don’t when writing an effective cover letter. Two don’t that Hernandez learned was is to always use the same header, fonts or any logos in every cover letter to brand yourself and to also convert cover letters to a PDF when being sent out. These are effective and important information that Hernandez will keep in mind when sending out a cover letter.
 This workshop is provided through the professional development center in order to help students construct an effective cover letter that will capture employers attention and will increase their hiring. This is a great opportunity for college students especially because when a student graduates they will be applying for numerous jobs. Finding a job can be difficult for some and it has a lot to do with their resume and cover letters not being effective enough to impress the company they are applying to. Many people don’t know that a cover letter is needed when applying to a job and that writing a good one can possibly increase the possibility of being hired. This workshop creates that awareness to students and helps them improve their professional skill which is why the workshop is being offered.
 This professional development workshop helps Hernandez add to her professional career by being able to write an effective cover letter than help her achieve a entry-level job at a company and can possibly help her also attain her dream job to work for a fashion magazine company such as Bazaar. This can also advance her professional career by following the steps to write an effective cover letter to get into the door of high-level positions or companies. This workshop can also be added in to Hernandez resume in which it will give her more educational experiential knowledge that can look impressive to hiring mangers because it will then an impression that Hernandez takes her professional career seriously. This will Workshop being added to a resume will make the resume look more professional and intriguing.

In conclusion the value in taking this professional development course on Writing an Effective Cover Letter can further advance ones career and can increase ones chance of getting the dream job. Hernandez has a lot of goals that she wants to accomplish and one of them involves obtaining her dream job in journalism. As a writer this workshop relates to Hernandez’s enjoyment of writing and improves her writing skills as well. By writing an effective and intriguing cover letter to a magazine company or a publishing company this can increase her chance of getting the job. The value of this workshop is to also help students achieve this goal too. It helps students better understand the power and importance of a cover letter and how it starts the chain of success.