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| **Cover Letter Format Example** |

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Dear Hiring Manager,

I’m excited to be applying for the web developer position at [Company Name]. I’ve been programming websites and using CSS to create user-friendly experiences since I was in middle school, so it’s always been a passion of mine. I’ve also been intrigued by your company ever since it won Most Innovative at the National Web Development Awards two years ago. I strive to stay on the cutting-edge of web design and development, so when I saw this job posting, I knew I had to apply.

During my previous role at [Company Name], I built a website completely from scratch for a recently rebranded business, both ahead of schedule and within budget. I started by gathering requirements from my clients and holding a focus group to perform user research. My favorite part about web design is building a solution that impresses the client and meets the needs of users and customers. My new website was responsive, lightning-fast, and included the latest e-commerce features. After launch, I continued to lead optimization efforts. Through A/B testing, I improved the click-through rate by 10% and reduced the bounce rate on the website’s landing page by 35%. As your web developer, I would bring these skills to develop websites that exceed the expectations of clients and customers, and drive real business results.

One of the factors that really attracted me to this role is that [Company Name] values giving back to the community. In my spare time, I run free web development workshops for at-risk youths. In these workshops, I teach them the basics of HTML/CSS and JavaScript and serve as a mentor. As I grow in my career, applying my skills to help others and make an impact on the world becomes more important—I believe this role would give me that opportunity.

Thank you for your consideration and time. I’m looking forward to learning more details about the position and company.

Sincerely,

Anne Galindo