

Writing an Effective Cover Letter

Your cover letter introduces you beyond your résumé. In hospitality, it should highlight your service mindset, professionalism, communication skills, and enthusiasm for the industry. Even without extensive experience, you can demonstrate value through coursework, class projects, part-time jobs, internships, and SHA involvement.

What a Strong Cover Letter Does

- Shows genuine interest in the organization and role
- Demonstrates knowledge of the company
- Connects your skills and experience to the position
- Highlights specific examples and accomplishments
- Demonstrates strong written communication
- Complements your résumé (does not repeat it)

Student Tip: *Align your examples directly with the job description.*

Helpful Phrases

Introduction

- “I am writing to express my interest in...”
- “As a student in Boston University’s School of Hospitality Administration...”
- “I was excited to see the opportunity for...”

Body

- “Through my coursework in..., I developed...”
- “My academic project in [course] provided experience with...”
- “My experience in customer-facing roles strengthened my ability to...”

Closing

- “I would welcome the opportunity to contribute to...”
 - “Thank you for your time and consideration.”
 - “I look forward to discussing my application further.”
-

Do’s and Don’ts

Do

- Tailor each letter to the role
- Address cover letter to specific person if possible, but if you don’t know who the contact is, use “Dear Hiring Manager”
- Keep it to one page
- Use professional, concise language
- Highlight relevant skills especially those listed in the job description
- Research the company’s brand and service style
- Use specific examples from coursework, projects, or jobs and showcase how it relates to the role you are applying for
- Keep tone confident and enthusiastic
- Submit as a PDF unless instructed otherwise

Don’t

- Start your cover letter off with “To Whom it May Concern”
- Repeat your résumé
- Use overly generic language
- Focus only on what you want as opposed to what you can offer
- Include irrelevant information
- Submit without proofreading

- Don't re-use generic templates, the employers will know

Cover Letter Template

Header

Name | Email | Phone | Date

Company Name

Street Address

City, State, Zip

Dear Hiring Manager,

Paragraph 1 – Interest + Skills

State who you are, the role you're applying for, and 2–3 key skills aligned with the job that are highlighted in the job description as important skills

Paragraph 2 – Academic Experience or Internship/Work Experience

Highlight a class or project or include an internship, job, or leadership role. Focus on responsibilities, skills gained, relevance, emphasize impact and transferable skills and include specific takeaways or things you learned.

Paragraph 3 – Another Academic Experience or Internship/Work Experience

See above.

Paragraph 4 – Closing

Reaffirm interest, thank the reader, and express interest in an interview.

Sincerely,

Your Name

Sample Cover Letter (Event Planning Internship)

Your Name | Email | Phone | Date

Contact Name

Title

Company Name

Street Address

City, State, Zip

Dear Hiring Manager (list name of person if you know who is receiving application),

As a Junior at Boston University’s School of Hospitality Administration concentrating in Event Management, I am excited to apply for the Events Department Intern position at the Pine Valley Country Club. Through my coursework and event planning projects, I have developed strong organizational, communication, and logistical coordination skills that would allow me to effectively support event operations.

In my Event Management and Design and Special Events courses, I worked on a group project where we planned a large-scale event from concept through execution. I developed timelines, organized planning documents, and conducted vendor research. This experience strengthened my ability to manage detailed logistics and collaborate effectively—skills directly relevant to event coordination and planning support.

Additionally, as an Event Intern at The Pine Valley Country Club, I supported event logistics by preparing event materials, assisting with vendor coordination, and helping execute weddings, corporate events, and private functions. Whether it was adjusting room setups to accommodate last-minute guest count changes or responding to unexpected requests during an event, I learned to remain flexible and composed while ensuring a seamless guest experience. These experiences strengthened my attention to detail, adaptability, and ability to contribute effectively in fast-paced event environments.

I would welcome the opportunity to contribute to your team while continuing to develop my skills in event planning and operations. Thank you for your time and consideration, and I look forward to discussing my application further.

Sincerely,

Your Name

2. Sample Cover Letter (Real Estate Development Internship)

Your Name | Email | Phone | Date

Company Name

Street Address

City, State, Zip

Dear Hiring Manager (list name of person if you know who is receiving application),

I am writing to express my interest in the Summer Acquisitions Analyst Internship with ABC Development. I am currently a junior at Boston University concentrating in Real Estate Development, and as a native of New York City, I was particularly drawn to this opportunity. My academic background, internship experience, and strong interest in real estate investment position me well to contribute to your team.

Last summer, I interned with the Triangle Hotel Group, where I developed investment models for hotel and resort acquisition opportunities. I also conducted in-depth market research, including supply and demand analysis, economic trends, and comparable sales. This experience strengthened my analytical and quantitative skills and gave me hands-on experience with financial modeling in Excel. I am eager to apply these skills in support of ABC Development's acquisition efforts where it looks like I will be doing a lot of investment models along with supply and demand analysis in this internship.

At Boston University, I have completed coursework in Market Feasibility and Valuation, Real Estate Finance, and Hospitality Asset Management. Recently, I led a team of six students conducting a comprehensive market study and financial analysis for a proposed mixed-use hotel and retail development. We presented our findings to faculty and local real estate professionals and received strong positive feedback. In addition, as Treasurer of the BU Real Estate Club, I manage a budget exceeding \$25,000 and oversee financial planning for events and initiatives. This academic and leadership experience has equipped me with the analytical mindset, financial acumen, and attention to detail necessary to identify, evaluate, and support successful real estate investment opportunities, which is something I would be doing in this internship.

I would welcome the opportunity to further discuss how my background and skills align with your team's needs. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Your Name

3. Sample Cover Letter (Food and Beverage Internship)

Your Name | Email | Phone | Date

Company Name

Street Address

City, State, Zip

Dear Hiring Manager, (list name of person if you know who is receiving application)

As a junior at Boston University School of Hospitality Administration (SHA), I am excited to apply for the Food & Beverage internship with [insert organization here]. Through my coursework and hands-on experience, I have developed strong customer service, teamwork, and operational skills that would allow me to effectively support your restaurant operations while continuing to grow as a hospitality professional.

In my Food and Beverage Management and Restaurant Operations courses, I worked on projects that focused on restaurant service, menu development, staffing, and operational decision-making. These experiences strengthened my understanding of delivering exceptional guest experiences while balancing efficiency, quality, and profitability, preparing me to contribute to both the front and back of house operations as a Food and Beverage Intern.

Additionally, as a Restaurant Server at ABC Restaurant, I provided attentive service in a fast-paced dining environment, collaborated closely with kitchen and front-of-house team members, and ensured guests received a high-quality dining experience. Whether it was balancing multiple tables during peak dining hours or resolving guest concerns quickly and professionally, I learned to stay organized under pressure while maintaining exceptional service. These experiences strengthened my communication, problem-solving, and multitasking skills while preparing me to thrive in a fast-paced, team-oriented restaurant environment where exceptional guest service is the top priority at [list organization here].

I would welcome the opportunity to contribute to your team while continuing to develop my skills in food and beverage operations. Thank you for your time and consideration, and I look forward to discussing my application further.

Sincerely,

Your Name

4. Sample Cover Letter (Hotel Operations Internship)

Your Name | Email | Phone | Date

Company Name

Street Address

City, State, Zip

Dear Hiring Manager, (list name of person if you know who is receiving application)

I am enthusiastically writing to apply for the Hotel Operations Internship with [list organization here]. Through my academic coursework and hospitality experience, I have developed strong guest service, communication, and problem-solving skills that would allow me to effectively contribute to hotel operations while continuing to grow as a hospitality professional.

In my Hotel Operations and Hospitality Leadership Courses, I completed projects focused on guest experience, service recovery, operational efficiency, and departmental collaboration. These experiences strengthened my understanding of the many functions that work together to create exceptional guest experiences while maintaining the highest standards of service.

Additionally, as a Front Desk Agent at ABC Hotel, I welcomed guests, managed reservations and check-in/check-out procedures, responded to guest requests, and collaborated with multiple hotel departments to ensure a seamless guest experience. In this role, I used property management systems such as OPERA or SynXis to manage reservations and guest information, as well as point-of-sale and guest communication systems to support daily operations and maintain accurate guest records. Whether it was accommodating a guest's last-minute room request, resolving a reservation issue, or

coordinating housekeeping to prepare an early check-in, I learned to remain calm under pressure while delivering attentive, personalized service. This experience strengthened my technical proficiency, professionalism, adaptability, and service mindset while preparing me to deliver the personalized, detail-oriented guest experience expected in a hotel operations internship.

I would welcome the opportunity to contribute to your team while continuing to develop my skills in hotel operations and guest services. Thank you for your timer and consideration, and I look forward to discussing my application further.

Sincerely,

Your Name