

Essential Some Job Search Tips





David Woodward

**Assistant Director/Career
Counselor
L&S, Business
Administration**



Welcome to the Career Center!

There are many ways to get started. Find yourself here!

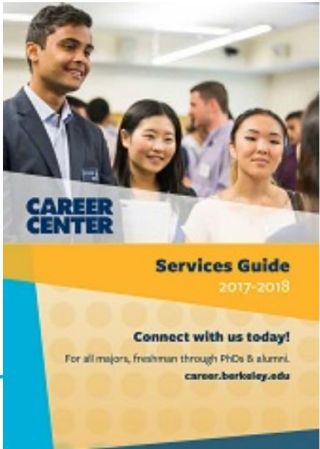
By Class / Population

- Freshmen & Sophomores
- Juniors & Seniors
- International Students
- Underrepresented Minorities

By Interest - I want to...

Jobs & Internships

- Find a job or internship
- Learn about internships and externships
- Write a resume or cover letter
- Improve my interviewing skills

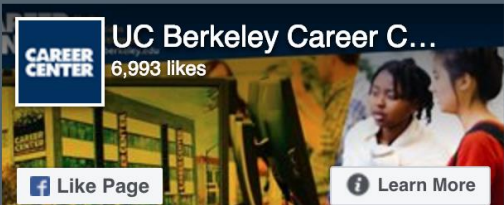


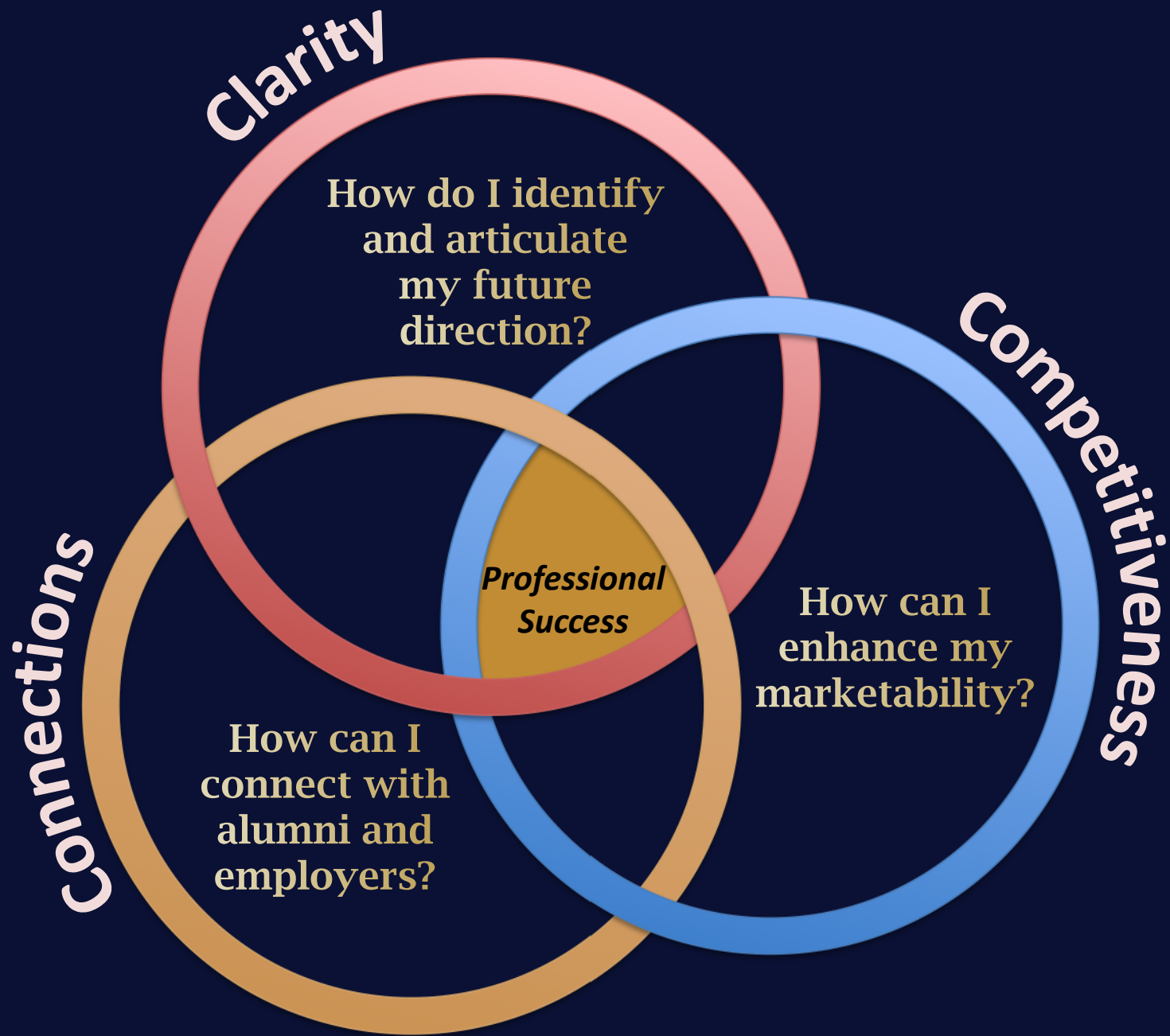
- Access thousands of jobs & internships
- RSVP for Career Center events
- Make a counseling appointment
- Exclusively for Cal students & Alumni Advantage members

[Log in to Handshake >>](#)

[View Hot Jobs & Internships >>](#)

FIND US ON FACEBOOK

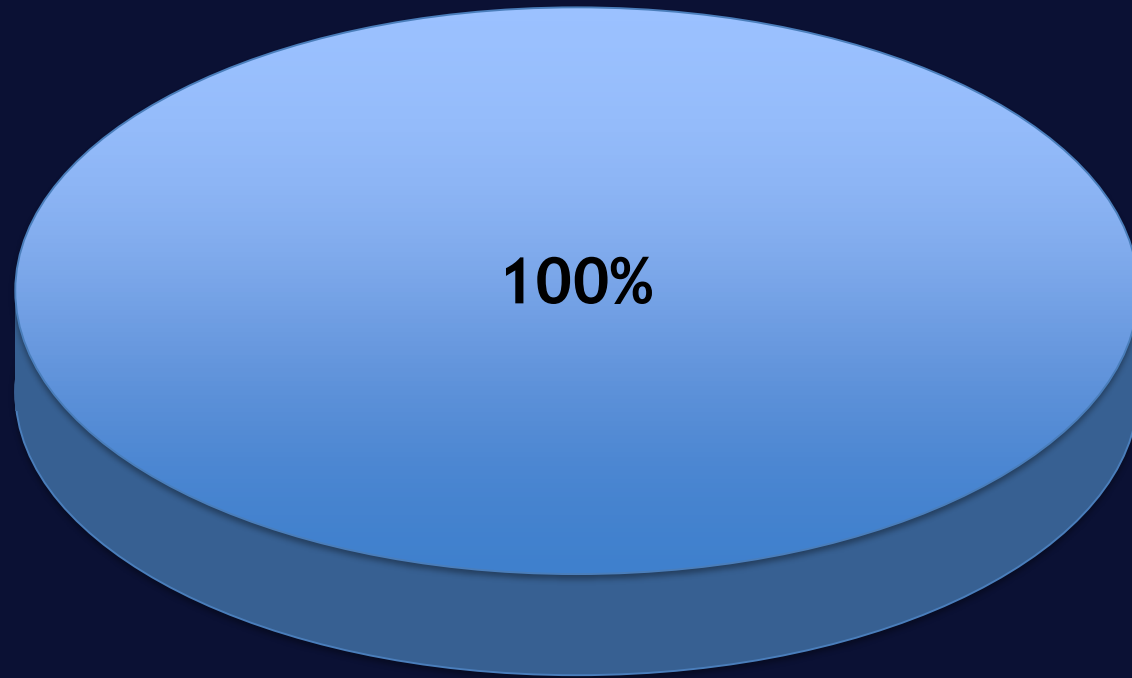




Understanding the job market

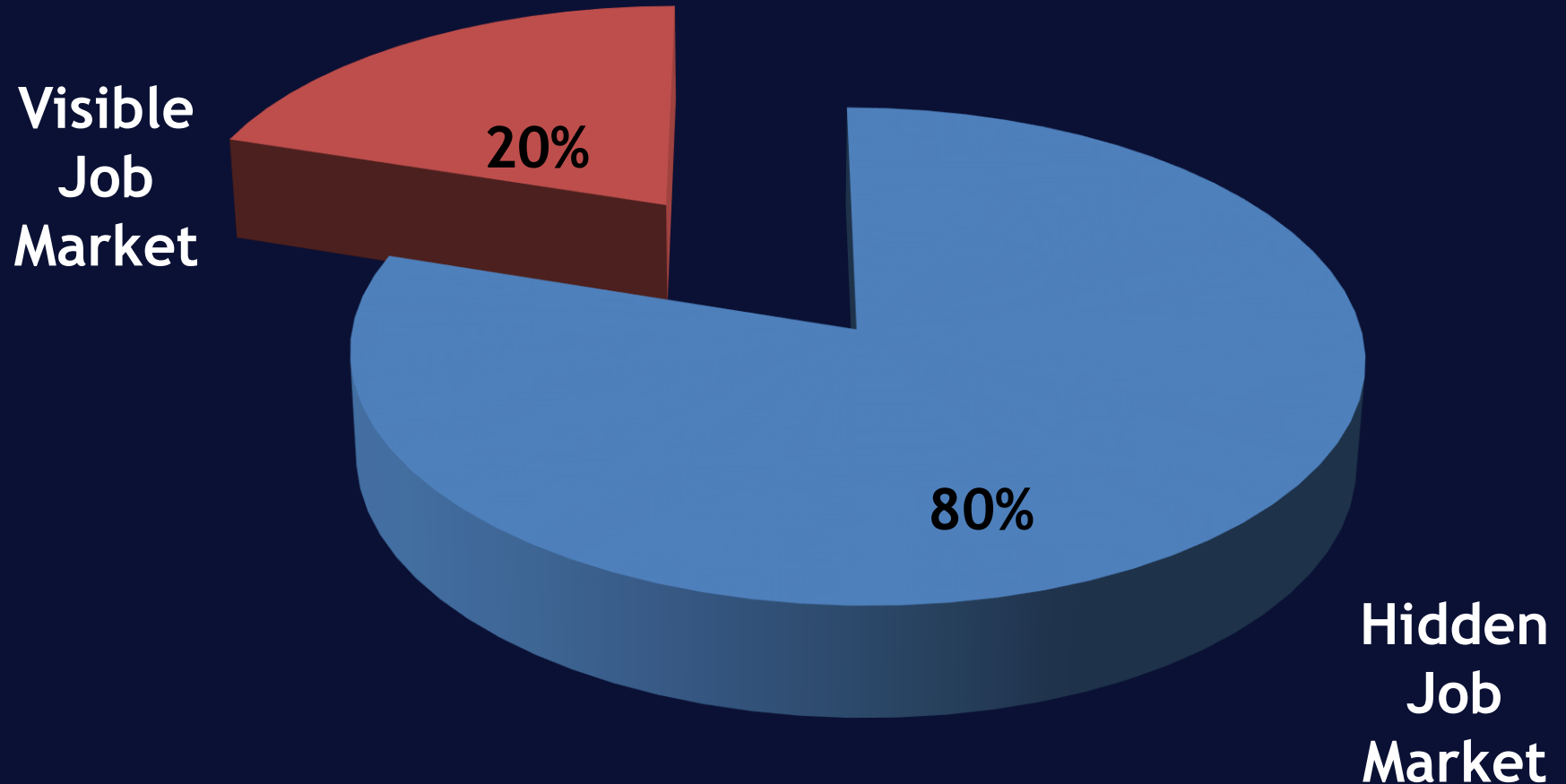
All Jobs Waiting To Be Filled

Visible
Job
Market



Hidden
Job
Market

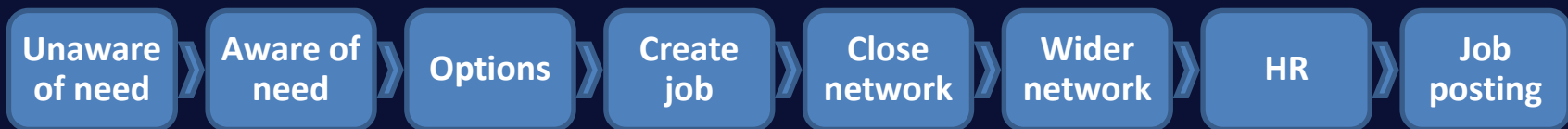
All Jobs Waiting To Be Filled



Life of a job



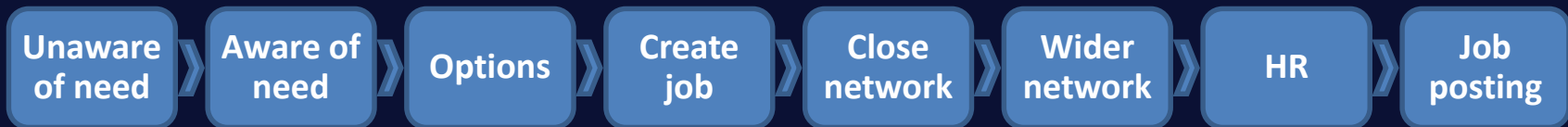
Life of a job - level of competition



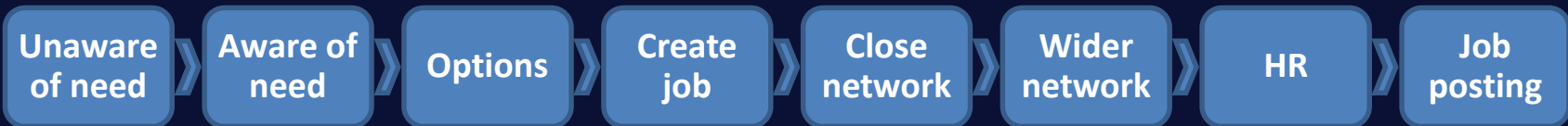
Life of a job - level of competition



Life of a job - level of competition



Life of a job - level of competition



Life of a job - level of competition



Unaware
of need

Aware of
need

Options

Create
job

Close
network

Wider
network

HR

Job
posting

Where would you rather be?

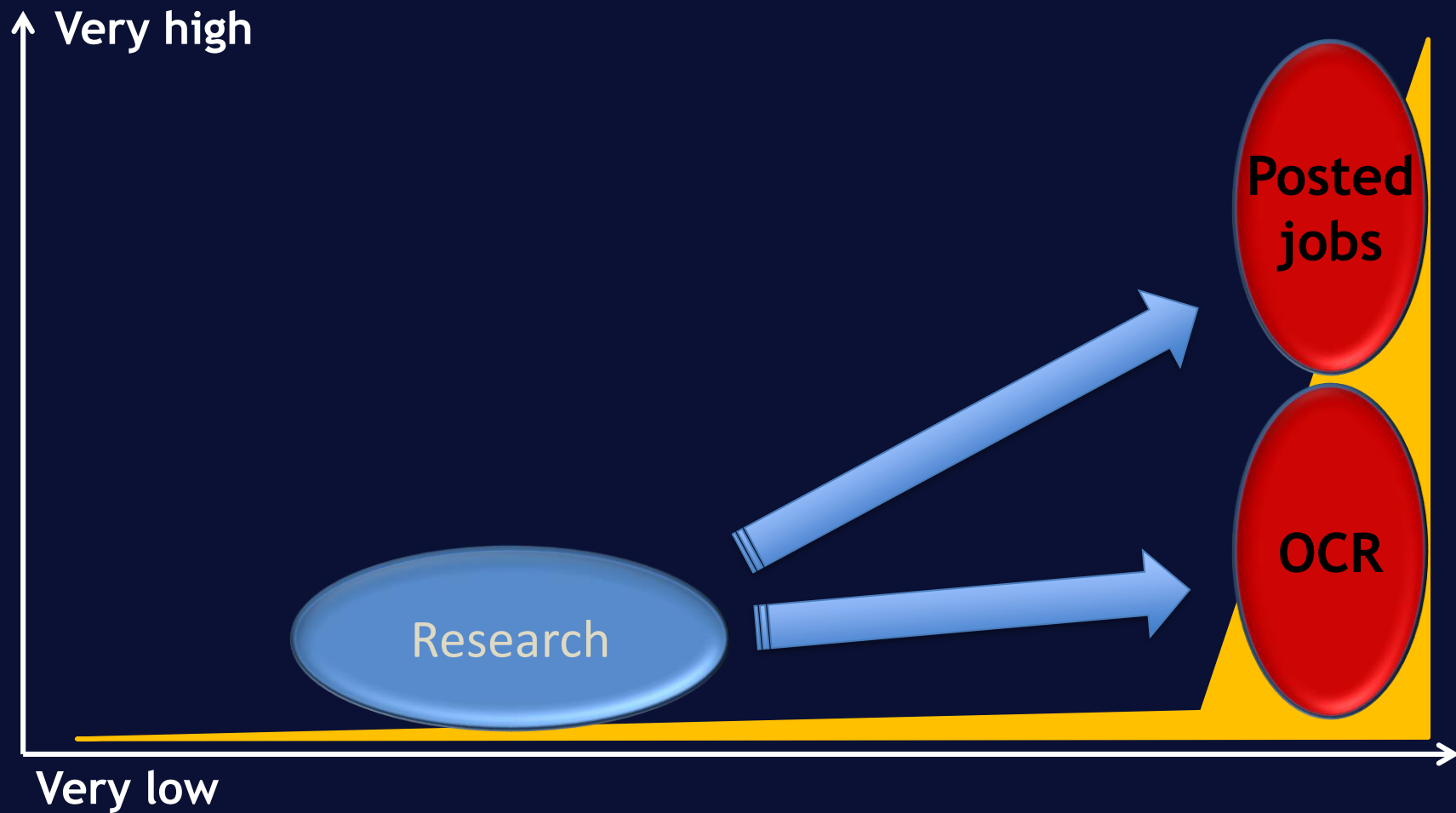
Self-direct
job search

Posted
jobs

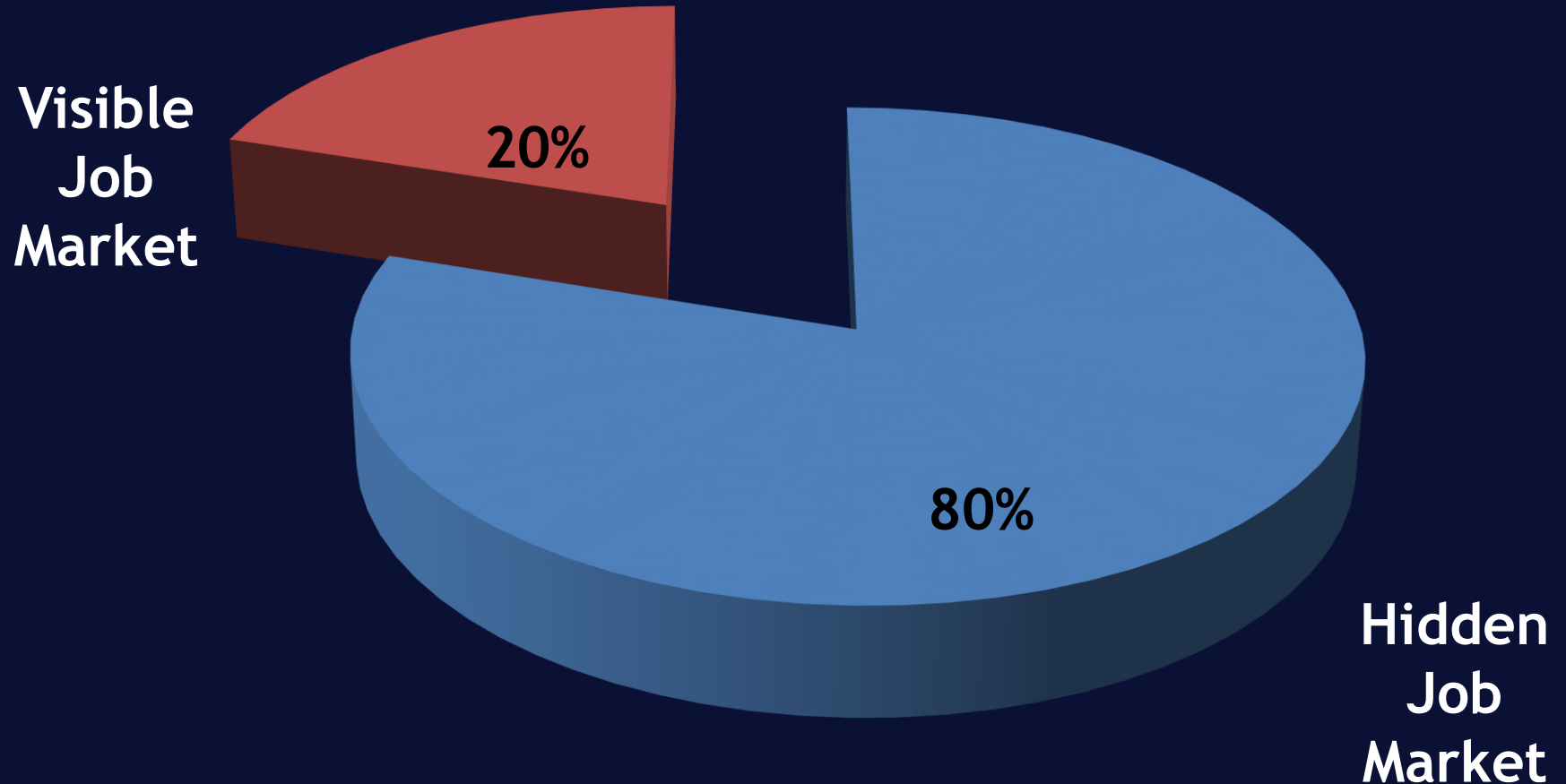
OCR

Very low





All Jobs Waiting To Be Filled



Your job search



OCR

OR

Job
postings

OR

Self-
directed

Your job search



Now plan your self-directed job search

Don't Network

-

Netshare Instead

Your self-directed job search

Ask for:

- Advice
- Guidance
- Information
- Insights
- Connections

Your self-directed job search

Give:

- Class materials

- Subject updates

- Nostalgia

- Connections

- Involvement

24/7 Resources



Our how-to videos, mock interviewing tool and more can help you day or night.

FIND THEM BELOW IN THE GREEN
SIDEBAR →



CAREER PLANNING

EVENTS AND

COUNSELING

24/7 RESOURCES

How to Workshop on Youtube



Enter terms

@cal



Search results

@cal Career Network

What is it? The **@cal** Career Network is a database of **Cal** alumni who ... to determining your career goals. Benefits of Using the **@cal** Career Network ... > Login to the **@cal** Career Network < Students Alumni Career ...

@cal Career Network- Sample Letter

are a career networker through the **@cal** community. Although I am not currently ... in advance for your time. Sincerely, Jamie Williams
Back to **@cal** Career ... to develop during my last two years at **Cal**. I would greatly appreciate being ...

@cal Career Network- Networking Etiquette

information for the career networkers before you meet them. Back to **@cal** ... as a **Cal** student or recent graduate who is interested in talking with them ...

@cal Career Network- Questions to Ask During an Informational Interview

Back to **@cal** Career Network Home CTA Block: Job Search Links 10 000 400 ...

@cal Career Network- 3-2-1 Contact!

with these alumni. They are now part of your professional network! Back to **@cal** Career ...

Diversity Resources

@cal Career Network

What is it?

The @cal Career Network is a **database of Cal alumni** who have volunteered to share their career experiences with students through informational interviews. Alumni volunteers range from recent grads to highly-experienced senior-level professionals, bachelors-level to PhDs. The network is designed to allow you to gather occupational or industry information prior to determining your career goals.

Benefits of Using the @cal Career Network

- Explore and gain insights into various career options
- Develop new ideas about your future career
- Discover how your major can relate to careers
- Get suggestions on how to enter and prepare yourself for a particular career
- Learn about the job titles, duties, and personality traits of people in a career field
- Gain knowledge of an organization's structure, services, and challenges

How Do I Use It?

To start using the network, first review these important tips.

1. [Research Career Fields](#)
2. [Making Contact](#)
3. [Networking Etiquette](#)

> Login to the @cal Career Network <

[Students](#)

[Alumni](#)

CAREER EXPLORATION LINKS

- Career Fields
- Candid Career
- Employer & Industry Guides
- Networking & Informational Interviewing
- What Can I Do With a Major In...?

CAREER DESTINATION LINKS

- Career Destinations Survey of Graduates
- Average Salary by Major
- What Can I Do With a Major In...?
- Connecting Majors to Careers





First time here? Get started!

[Graduated before 2009](#)

[Graduated after 2009](#)

If you're an alum and still on campus, click [Log in](#) and use your CalNet ID.

[Claim your Berkeley.edu account!](#)

Alums, get your free Berkeley.edu address.

Benefits of joining @cal

- [Search and contact alums](#). Use your Cal network.
- [Create your free public profile](#). Easy way to start or improve your online presence.

[Follow @Cal](#)



Terri Lyons @calrho 1h
[@CalBearsHistory](#) [@Cal](#) [@BerkeleyLaw](#)
 OMG!
 #CALBEARSAREWORLDCHANGERS! I started that hashtag as a statement but I see... <https://t.co/YIYCOlvOcT>



Michael Silver @MikeSilver 1h
 We had a monster in the middle like [@Weavin_it](#) when I was a freshman at [@cal](#) aka [@UCBerkeley](#) ... his name

Welcome to the Student - Alumni career networking site!

Welcome Cal students! Read our [FAQs about using this network](#) to learn how to network with UC Berkeley alums.

Here you will find @cal alumni who have volunteered to network with you. You can browse, search on career industries and companies, and get to chat with UC Berkeley alums who have already worked in areas you are most interested in.

Saved Contacts

You don't have any saved contacts.

How to save a contact

Click [Search Networkers](#) and enter your search terms.

When your search results are displayed, click on a name to view a profile, and click on **Add Contact** in the profile's upper right corner.

Saved Searches

You don't have any saved Searches.

How to Save a Search

Click [Search Networkers](#) and enter your search terms.

When your search results are displayed, click the **Save Search** button, give your search a name, and your search criteria will be saved for future use.

Saved Searches

No saved searches yet!

Search Networkers

Keyword

Industry

Job Function

Employer

Job Title

City

State

Country

Major

Degree

School or College

[Clear](#)[Save](#)[Search](#)

UNIVERSITY OF CALIFORNIA, BERKELEY

Conduct and Policies | Give to Cal
Brought to you by UC Berkeley and the Cal Alumni Association
Copyright ©2019 UC Regents. All rights reserved.

Saved Searches

No saved searches yet!

Search Networkers

Keyword

Industry

Job Function

Employer

Job Title

City

State

Country

Major

Degree

School or College

[Clear](#)[Save](#)[Search](#)

Total results: 8



[Aditya "Adi" Subbarao](#)

BA Political Economy

2015

☐ save

[Giana Tansman](#)

BA Political Economy

2015

☐ save

[Alexander Goldberg](#)

BA Political Economy
Marketing Associate at Guidebook

San Francisco, CA
2013

☐ save

[Maggie Chang](#)

BA Political Economy

2017

☐ save

☐ Save contact

Alexander Goldberg

Political Economy, BA, 2013



Personal

Public Profile

<https://cal.berkeley.edu/alexgoldberg>

Contact

Email

arg83191@gmail.com

Career

| | |
|---------------|---------------------------------|
| Job Title | Marketing Associate |
| Employer Name | Guidebook |
| Industry | Technology, Software |
| Function | Marketing |
| Work Address | San Francisco, CA United States |

About Me

| | |
|--------------------|--------------------------|
| Student Housing | Foothill Resident |
| Student Activities | ImagiCal Project SMIL |



Alex Goldberg · 2nd

Growth Marketing at Houzz

Greater Los Angeles Area · 500+ connections · [Contact info](#)

Connect

 Message

More...



Fin vs Fin



University of California,
Berkeley

Highlights



2 mutual connections

You and Alex both know Thomas Dobbs and June Cho



Reach out to Alex for...

Investing, Getting coffee, Paid consulting.

[Message Alex](#)

About

About

Entrepreneurial marketing leader with a track record of delivering aggressive growth. Skilled in go-to-market strategy, customer acquisition, and product marketing, I love running experiments, building teams, and launching products.

Activity

1,799 followers

Houzz is hiring in Santa Monica! Curious what it's like? Here's a sneak peek...

Alex shared this

20 Reactions • 1 Comment



Amazing grapes! Fun to see :)

Thanks for sharing, Aiko

Alex commented

[See all](#)

Experience



Founder

Fin vs Fin · Full-time

Sep 2018 – Present · 1 yr 4 mos

Greater Los Angeles Area

Fin vs Fin is a product review site dedicated to direct-to-consumer wellness. We publish head-to-head comparisons that help consumers discover the best D2C offerings. We also work with fast-growing brands to drive quality organic traffic and position themselves against competitors.

Interests



Wieden + Kennedy

179,167 followers



Event Pros

149,583 members



Search Engine Land

83,700 members



United Airlines

380,189 followers



Microsoft

9,164,878 followers



Finance Club

968,525 members

[See all](#)



Search Engine Land

 Listed group

Join the conversation with the **83,700 professionals** in this group

[Request to join](#)

Connections in this group

[See all](#)



Perry Chen, Jim Dyer, and 4 other people you know are in this group

About this group

Search Engine Land is a must-read hub for news and information about search engine marketing, SEO, PPC, and how search engines work.

Please read the group guidelines before participating.

In particular, the group does NOT allow use of LinkedIn's "Add A Link" feature, in order to keep spam out and the focus strongly on good



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning

Security Awareness Course - Custom Online Courses. Gartner Awarded Security Awareness Training Program Ad ...

Showing 25,763,077 results



Environment Guru • 2nd
at EnvironmentGuru.com
San Francisco Bay Area



1 shared connection

Connect



Brian Keffer • 3rd
Senior Environment Artist
San Francisco Bay Area

Past: Senior Environment Artist at Electronic Arts (EA)

Message

Job results for environment 3,583,288 results

See all



Health, Safety & Environment Regional...

Cummins - US/Canada
San Francisco Bay Area



2 company alumni work here

1 week ago



Environment California Development Director

Work for Progress
Sacramento, California Area

3 days ago



Senior Consultant, Communications - San...

Segal Group Inc
San Francisco Bay Area

6 days ago

Promoted



Security Awareness
Custom Online Course
Awarded Security Awareness Program



2019 Recruiting Tips
[Free eBook] Get your
tips, trends & strategies



Choose any internet
on the Gig-speed network
Phone & TV for just \$

People

Jobs

Content

More ▼

Peo

Security Awa

Companies

Schools

Groups

Showing 25,763,077 results



Environment Guru • 2nd

Security Awareness Course - Custom Online Courses. Gartner Awarded Security Awareness Tr

Showing 11,906 results



Texas Business Owners Growth Forum

34 members



Renewables and Environment

43,057 members



Environment & Sustainability Network

16,643 members



Water Environment Federation

29,796 members



ALLEN & YORK Built & Natural Environment Recruitment

14,884 members



Renewable Energy & Environment group

13,861 members




Safety Health and Environment

19,220 members



Agriculture and Environment Researchers



David Woodward

Your communities

Groups

Premium Career Group

Management Consulting ...


UC Berkeley Career Center

Show more

Discover more



Environment & Sustainability Network

 Standard group

16,643 members

Request to join

About this group

Environment & Sustainability Network is a place for Environment and sustainability executives to network and share best practices on environmental, energy and sustainability management.

It's hosted by Environmental Leader, the daily publication (www.environmentalleader.com), that keeps corporate executives

See more

Group owner



Paul Nastu · 2nd
President at Business S
EnvironmentalLeader.o
EnergyManagerToday.o

Group managers



Tim Hermes · 3rd
B2B Publishing Executi
Troubleshooter



Jennifer Hermes N
Content Director, Busin
Media



Environmental Le
Environmental Manage
Analysis at Environmen
LLC

Berkeley Career Network

Professional Networking

The Berkeley Career Network makes professional connections for Cal students and alumni. The network recommends new connections for you based on shared industries, majors, and professional interests.



It's easy for students and alumni to tap into the Cal community by sending messages and requesting online or in-person meetings based on their professional interests and goals.

Here's what you get

- Explore and gain insights into various career options
- Develop new ideas about your future career
- Discover how your major can relate to careers
- Get suggestions on how to enter and prepare yourself for a particular career
- Learn about the job titles, duties, and personality traits of people in a career field
- Gain knowledge of an organization's structure, services, and challenges

log in
Berkeley Career
Network

QUICK LINKS

- Career Planning Essentials
- Career Fields
- Job Search Tools
- Handshake
- Make an Appointment
- Events

CAREER EXPLORATION LINKS

- Career Fields
- Employer & Industry Guides
- Networking & Informational Interviewing
- What Can I Do With a Major In...?
- Career Planning Essentials

.....

Sign up in 5 minutes!

Step 1: Register for Berkeley Career Network.

- **Students:** [Log in](#), select "Join Our Community," and enter your CalNet ID.
- **Alumni:** [Log in](#), select "Join Our Community," and sign up using LinkedIn or Facebook.
- **Staff/faculty:** To use BCN with students, [log in](#), select "Join Our Community, " and enter your CalNet ID.

Step 2: Add information to your profile. The more info you provide about your interests the better. Your profile will help us recommend the most valuable connections for you.

Step 3: Explore! Check out your dashboard. Alumni with career experience or interests are easy to find in the NETWORK tab. Browse the FORUM and RESOURCES tabs if you're not sure where to begin.

Get the most out of the Berkeley Career Network

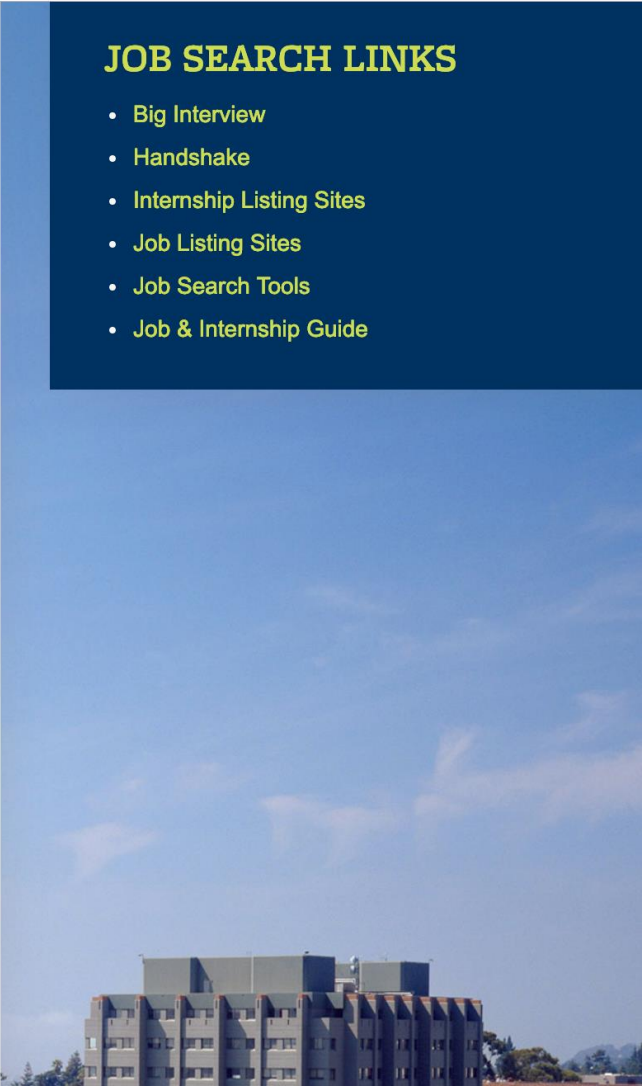
- Use filters in the NETWORK tab to find the right connections for you. If you're seeking career guidance, try filtering by topic to address your needs, such as industry trends, internships, careers, or applying for grad school.
- Questions? Check out our [FAQs](#).

*Berkeley Career Network is sponsored through a joint partnership between by
the Cal Alumni Association & the UC Berkeley Career Center.*

[<< Back to Networking Home](#)

JOB SEARCH LINKS

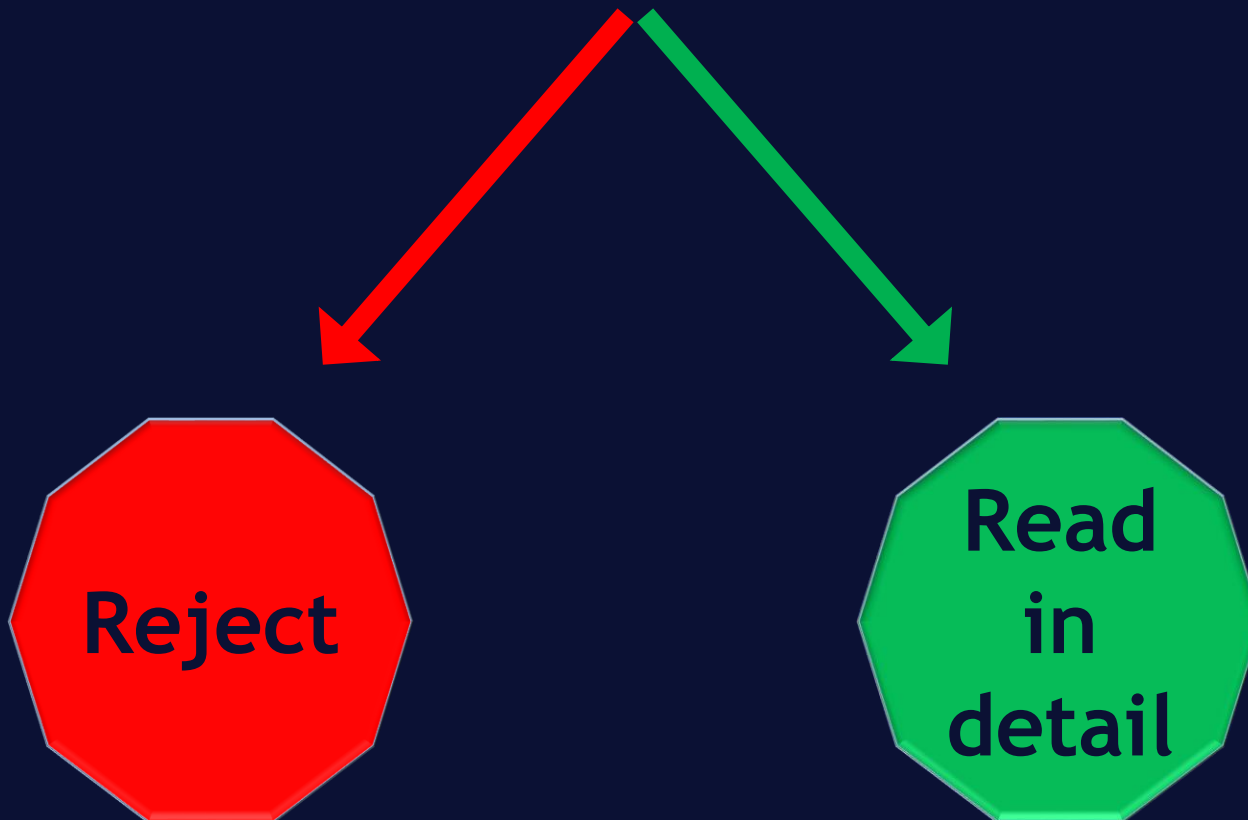
- [Big Interview](#)
- [Handshake](#)
- [Internship Listing Sites](#)
- [Job Listing Sites](#)
- [Job Search Tools](#)
- [Job & Internship Guide](#)



Storytelling for your resume

How much time?

3 – 15 seconds



P? A? G?



Poor?
Average?
Great?

Gabrielle Peters

1 Main Street, New Cityland, CA 91010

Cell: (555) 322-7337

example-email@example.com

Summary

Motivated Sales Associate with 5+ years sales experience. Independent worker with high energy and great communication skills. Reliable and friendly professional able to work with little oversight and collaborate in team environments.

Highlights

- Product knowledge
- Service-minded
- Able to stand for long periods
- Order processing
- Expertise in shrink control
- Motivated seller
- Persuasive communicator
- Accurate
- Efficient
- Multi-tasker

Experience

Masterson Coat Factory

July 2008 to Current

Sales Associate

New Cityland, CA

- Maintain constant presence on sales floor to address customer needs.
- Approach browsing customers and initiate conversations to determine buying preferences.
- Recommend appropriate items and direct or lead customers to selections.
- Assist customers with trying on items, finding appropriate sizes, and completing purchases.
- Inquire about buying experience, item preferences, and future purchases.
- Sign customers up for marketing lists and inform of upcoming promotions or customer events.

Home and Hearth Depot

November 2006 to May 2008

Sales Associate

New Cityland, CA

- Proactively sought out customers to assist across sales floor.
- Enthusiastically conversed with customers about purchases needs and available products.
- Escorted customers to products, answered questions about uses, and made sure all questions were answered and no additional help was needed.
- Prepared for promotions by rearranging stock, adding signage, and retagging merchandise.
- Awarded Employee of the Month twice.

Jenny's Beauty Supply

June 2004 to October 2006

Sales Associate

New Cityland, CA

- Consulted with customers on beauty care needs and made product recommendations.
- Followed latest trends in order to provide up-to-date information to customers.
- Processed customer payments by cash, check, and credit card.
- Suggested additional items and skin care routines to boost sales and increase customer satisfaction.
- Provided information regarding store policies, product manufacturers, and popular items.

Capture your stories/accomplishments

C Challenge

H Hurdles

A Action

I Impact

Why is impact so important?

Impact \equiv **Past value** \rightarrow **Future potential value**

Action verb

Weak

Action verb

Better

Result

Impact by Actions

BES

Suggested additional items and skin care routines to boost sales and increase customer satisfaction.

- Suggested additional items and skin care routines to boost sales and increase customer satisfaction.

DERRICK CRABTREE

68 Pebble Rd., Salt Lake City, UT 84101 | | C: 555.322.7337 | example-email@example.com

SUMMARY

Accomplished Business Analyst skilled in achieving operational efficiency and increasing revenue in the health care industry. Business process improvement, data analysis, and asset management expert. Employs root cause analysis to identify issues and develop process improvements that lead to cost savings. Exceptional planning and implementation capabilities.

HIGHLIGHTS

- Business process improvement
- Forecasting and planning
- Advanced Excel modeling
- Cost-benefit analysis
- Business systems analysis
- Budgeting
- Project management
- Project life cycle
- System development life cycle
- IS change management

EXPERIENCE

08/2011 to Current

Lead Business Analyst

Heritage Hospital — Salt Lake City, UT

- Spearhead supply chain process improvement and systems implementation projects.
- Develop metrics used to determine inefficiencies and areas for improvement across the hospital.
- Identify process bottlenecks and implemented new and improved processes and policies.
- Lead cross-functional teams to analyze and understand the operational impacts and opportunities for technology changes institution-wide. Redirected technology master plan toward a forward-thinking approach.
- Identified key roadblocks and proposed effective solutions for \$55 million project that saved the hospital almost \$1 million dollars.
- Promoted to Lead Analyst after just 11 months of employment.

08/2010 to 07/2011

Business Analyst

Heritage Hospital — Salt Lake City, UT

- Analyzed department technology usage and determined the best course for future purchases.
- Conducted activity-based analysis of hospital processes and made recommendations based on the findings.
- Identified process boundaries and developed opportunities to automate processes and functions.
- Gathered technical requirements and participated in design sessions.
- Ensured compliance with established internal control procedures by examining records, reports, operating practices, and documentation.

02/2005 to 08/2010

Business Analyst

Mercy Hospital — Salt Lake City, Texas

- Performed research to assist in development of project scope, define requirements, and propose changes.
- Drafted monthly financial reconciliations and forecasts.
- Assisted senior staff with development of effective presentations.
- Collected, data analyzed trends, and created reports as requested.

EDUCATION

2004

Bachelor of Science: Business Management

University of Texas — Dallas, TX

Emphasis in Business Analytics

Top 5% of class

- Identified key roadblocks and proposed effective solutions for \$55 million project that saved the hospital almost \$1 million dollars.

Identified key roadblocks and proposed effective solutions for \$55 million project that saved the hospital almost \$1 million dollars

Attributes employers seek in a candidate

| Attribute | % of respondents |
|---|------------------|
| Leadership | 80.1% |
| Ability to work in a team | 78.9% |
| Communication skills (written) | 70.2% |
| Problem-solving skills | 70.2% |
| Communication skills (verbal) | 68.9% |
| Strong work ethic | 68.9% |
| Initiative | 65.8% |
| Analytical/quantitative skills | 62.7% |
| Flexibility/adaptability | 60.9% |
| Technical skills related to the job | 59.6% |
| Interpersonal skills (relates well to others) | 58.4% |
| Computer skills | 55.3% |
| Detail-oriented | 52.8% |
| Organizational ability | 48.4% |
| Friendly/outgoing personality | 35.4% |
| Strategic planning skills | 26.7% |
| Creativity | 23.6% |
| Tactfulness | 20.5% |
| Entrepreneurial skills/risk-taker | 18.6% |

PLUS - quick and effective learner

Capture one of your stories - 1

Choose an event or an achievement that gives you pride or pleasure. Capture the story using the acronym CHAI. Write it down.

C **Challenge** - what challenge or problem did you face? Was there a situation you wanted to improve?

H **Hurdles** - what hurdles or obstacles did you have to overcome? Did you have to persuade or convince someone? Did you have to get funding?

A **Action** - what were the actions you took? What did you do to address/overcome the challenge?

I **Impact** - what was the result you achieved? How did it affect others, how did it change the original problem or situation? What value did it generate?

Prepare for your job or internship search



An internship is a great way to connect your academic experience with the professional work arena.

FIND AN INTERNSHIP →

CAREER PLANNING ESSENTIALS



EVENTS AND WORKSHOPS



COUNSELING APPOINTMENTS



JOB SEARCH



INTERNSHIPS



GRAD & PROFESSIONAL SCHOOL



24/7 RESOURCES

- How-to Workshops on Youtube
- Interview Practice on Big Interview
- Career Readiness Workbook on Issuu
- Resume and Cover Letters Resources

Handshake

- Access thousands of jobs & internships
 - RSVP for Career Center events
 - Make a counseling appointment
- Exclusively for Cal students & eligible alumni

LOG IN to Handshake >>

Berkeley Circle Employer Spotlights [See all](#)

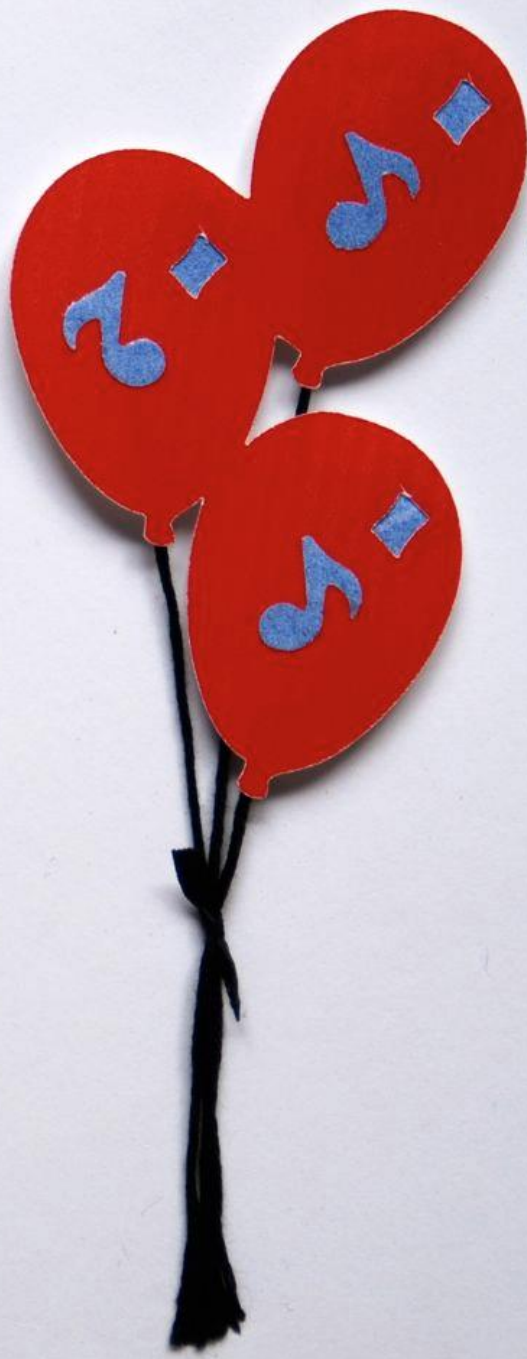


CAREER DESTINATION LINKS

- Career Destinations Survey of Graduates
- Average Salary by Major
- What Can I Do With a Major In...?
- Connecting Majors to Careers

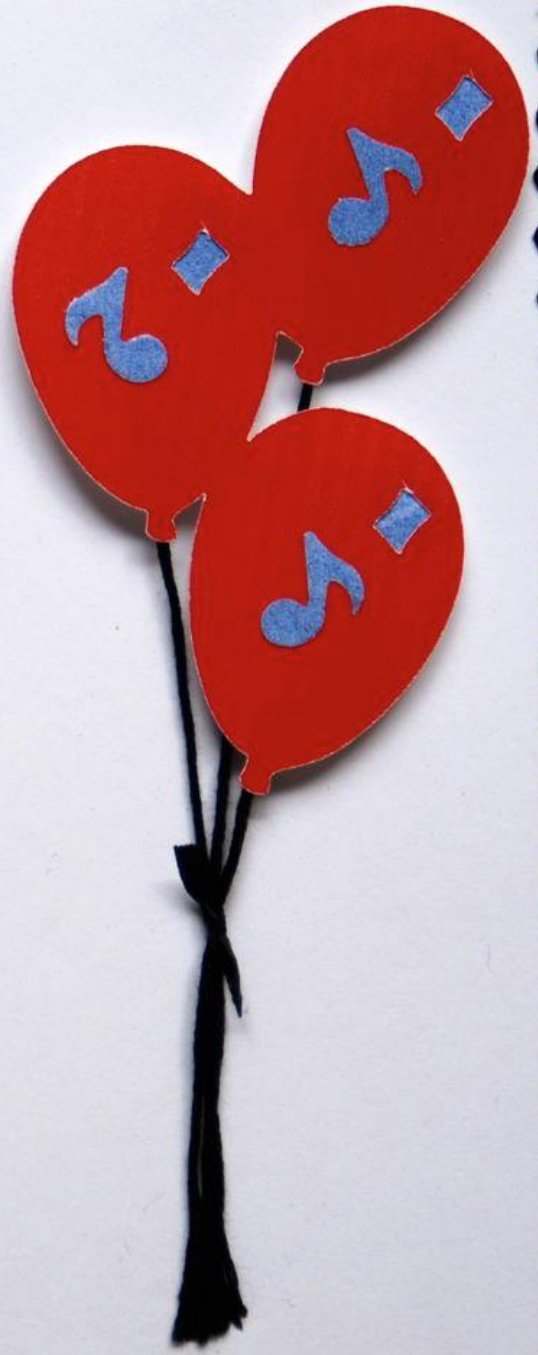
Happy Birthday!

dad



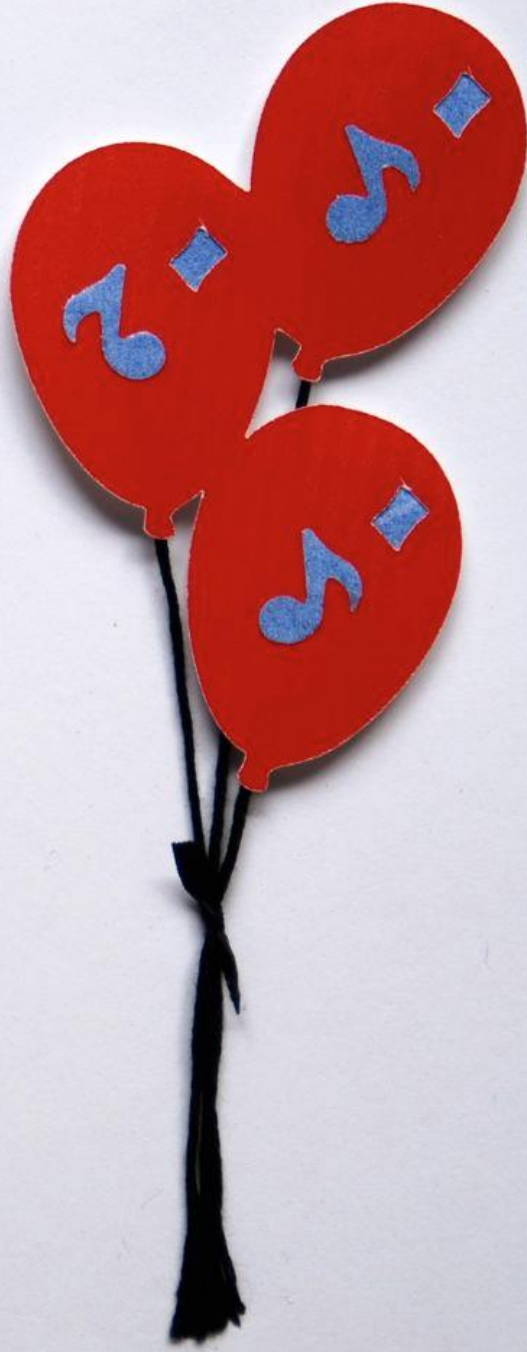
Happy Birthday!

Wendy



Happy Birthday!

Steven



Now let's look at cover letters

Marty Lewis
345 Channing Way Apt #101 • Berkeley, CA 94704 • 650.555-5555 • student@berkeley.edu

October 1, 2016

Patricia Scott
Director, Human Resources
Yahoo!
896 Mission College Blvd.
Santa Clara, CA 95003

Dear Ms. Scott:

I am excited to submit my application for the Training Specialist position I saw listed in Handshake. I am confident that my relevant education, experience and skills related to this position merit your consideration.

As you can see on my resumé, I will complete my bachelor's degree in Business Administration at UC Berkeley in May 2017. While this degree has provided me with a strong background in many aspects of business, it has also given me the opportunity to demonstrate my abilities through practical experience. As a Training Department Intern with UCSF, I was responsible for a new computer software education program. This project allowed me to develop and refine my training and organizational skills while designing a program to teach basic software applications to users with limited experience working with computers. The success of this program has been so overwhelming that the department has integrated it into their new staff training course.

Through my experiences at UCSF, it became clear to me that training and development is an incredible passion of mine – whether I am facilitating or designing them, I aim to make all trainings innovative, effective and fun. Yahoo is known for being one of the best employers to work for in the world, in part because of its innovative, inclusive and welcoming training programs. For this reason, I am particularly excited to be applying for this position in hopes that I may have the opportunity to contribute to such a reputable team in creating and providing top quality employee training.

Although the enclosed resumé thoroughly outlines my education and experience, I would appreciate the opportunity to demonstrate in an interview my knowledge of employee training and development, initiative, and interpersonal skills. You can contact me at (650)555-5555 to set up an interview. I look forward to hearing from you soon.

Sincerely,

Marty Lewis

Marty Lewis



Why?

- Instructions specify one
- Demonstrate writing skills
- Differentiator
- Show focus
- Demonstrate critical thinking
- Courtesy

A few seconds to wow the reader

It Should Be:

- Dynamic
- Unique
- Specific
- Brief
- Attractive
- Well structured

It is for the reader, not the writer

Brief means:

- Never, never more than one page
- Best if well under a page

It is for the reader, not the writer

It should not focus on:

- How you (employer) will benefit me (applicant)

It should focus on:

- How you (applicant) will benefit me (employer)

It is not for the writer, it's for the reader

First line:

- Compelling - hook their attention
- Make them want to read more

First paragraph:

- Why them?
- Why you?
- Tell it as a story

First line:

- Don't state the obvious

First paragraph:

- Don't bore them
- Don't tell them you're a great fit

COVER LETTER

T- letter – a high impact alternative format

The following is intended as a guide . Your cover letters should be unique , original and tailored for each job.

Your Name
2440 Bancroft Way, #204 • Berkeley, CA 94720 • 510.999.9999 • myname@berkeley.edu

April 1, 2015

Widget Advisors

Reference: Summer Analyst Intern (#a100009)

Dear Recruiting Team:

First paragraph
should be
compelling and
answer two
question: Why
them? Why you?

Called a T-letter
because the white
spacelooks like an
upper-case T.

Every day as I traveled to school I passed a construction site where a fascinating building started to rise above the fence. It was so interesting I searched the Internet to find out the building's owner. I discovered an equally interesting company – Widget. I have been following Widget's story ever since and so was delighted and excited to see your posting for a Summer Analyst.

Based on my understanding at this stage I believe the following are important:

Quantitative skills

I discovered I have an aptitude for numerical, analysis, data modeling and software tools while still in high school. I also discovered a skill at conveying complex concepts so that lay people understand. I have also led team efforts to win prizes in national case-based competitions.

Collaboration

When I started at Berkeley I join the Widget Appreciation Club when it was defining itself. Everyone had lots of ideas and everyone was championing their own. I listened to all the ideas and then facilitated a group session to pull out the best of all the ideas. The result was everyone felt they had contributed to the Club's new direction and membership rose by over 300% over the following semester.

Fast learner

While at high school I helped out at a small local business. They were suffering from unreliable computer systems so, in addition to my regular work, I evaluated their needs and replacement options. I got the owner's go-ahead and learned the new system in a quarter of the time the supplier expected. I was then able to train the staff so the implementation was smooth and removed all the previous problems.

I view an internship as a two-way process. I'm certain I would learn a huge amount from you but I would also want to bring value to Widget Advisors and I look forward to discuss with what that value might be.

Sincerely,

Freda Jones

Freda Jones

Key words or phrases
taken from their
posting. Use their
high priority ones.

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Aaaaaa Nnnnnn

2440 Bancroft Way, Berkeley, CA, 94704 | aaaaaa_nnnnnn@berkeley.edu | (510) 999 - 1111

September 9th, 2018

Re: Bain & Company Associate Consultant Candidate

Dear Hiring Team,

Why Bain? My answer is: impact delivery. To have the ability to co-create the highest impacts through the amalgamation of tailored strategies and pragmatic implementation, are where my true interests lie.

I believe the following are key indicators that make me a strong Associate Consultant candidate at Bain:

- Problems, Solved
“National sea freight’s deficits are growing, get me an action plan in a week” said my supervisor at the Central Bank. My discussions with economists led to one solution: endorse open registry. Instead, I adapted my approach to deregulation, which calls upon a more pragmatic outlook: domestic crews’ protection, tax breaks, eased up foreign investments amongst other incentives. Today, part of the policies has been implemented by the administration.
- Impacts, Delivered
At Ernst & Young, I worked on a team with our clients to identify bottlenecks and interdependencies. Our solution? A tailored, one-stop data hub. Rapid prototyping and continuous User Assessment Trials reduced false positive rate by 80% and down interdepartmental data retrieval rate by 95%.
- Status Quo, Questioned
Personally, my penchant for breaking the status quo fits best with Bain’s culture of innovation. As a Student Consultant at Ford, I strive to redefine the experience of “being stuck in a traffic” through rethinking the design and placement of each item, from seatbelt texture, the uncomfortable seats down to having a voice system that acts more like an intellectual friend than a machine.
- Lives, Transformed
How do you help an impoverished child go to school? There are many ways, but I chose to help illiterate mothers save. Any cash held above their fixed expenses would be fully spent, so instead, they will choose for themselves how much to put in their savings account. Saving 40% of her income, my household assistant’s son is now able to go to school, sustainably and loan-free. 200+ others are now able to afford a small hawkker, pay loans, or get a cow or two.

In addition to the professional opportunities, as Alan has emphasized, Bain’s strong mentorship culture and ability to create high net positive impact are, for me, its key differentiators. Moreover, I seek use my consulting skillsets I gained as a *Bainee* to redefine childhood development. To me, Bain has the right combination of professional and personal development to make a job both intellectually rewarding, and deeply satisfying.

I would be honored to have the opportunity to discuss both my personal interest and qualifications to join Bain with your further. Thank you very much for your time and I look forward to hearing from you soon.

Best regards,



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And another piece of good news from me!

I interviewed with both BCG and Bain and all the partners and principals raved about my cover letter format.

They all thought the structure was super refreshing and it made things a lot easier on their eyes.

