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To whom this may concern,

I'm writing to apply for the Data Science summer internship position. After attending multiple talks sponsored by Brandwatch and the graduate introduction event, what strikes me most about the company is how they treat their employees. Everyone I've spoken to who works for Brandwatch talks about the company as if it were one big family. As someone who's top priority is company culture, Brandwatch would be the ideal place to work for a summer internship.

Not only does it have thriving company culture, but the recent merger with Crimson Hexagon shows that the company is expanding at an amazing rate. With its list of A-class clients, Brandwatch gives me the impression that it is a world leader in the social intelligence field.

I completed a year-long placement at West Control Solutions during my time at university where I learnt all about professional practices of software engineering and skills I think will be the future standard, such as test-driven development. I was accepted a part-time contract offer to continue working there during my third year. This is where I came up with the idea for my final year project after seeing the very relaxed rules of computer security from within a company.

My final year project, user recognition via keyboard biometrics using machine-learning techniques, has taught me what goes into the average Machine learning project. This has led me to create a great interest in the area of predictive classification models and has allowed me to learn from the very first step of the machine learning pipeline. From building my own data collection tool, to evaluation performance of machine learning models such as SVMs and KNN, to deploying those models to interface with my own software.

Another project I made as part of my Intelligent Systems module coursework also builds on the knowledge I've gained throughout my professional career and previous AI modules and has given me a great introduction into Machine Vision and image classification using Convolutional Neural Networks and Keras. The project, automatic produce look-up for self-checkout systems, stemmed from frustrations when using the self-checkout services and being unable to find the corresponding items.

I have a problem-solving attitude in everything I do, and I am able to spot inefficiencies that most people would overlook. I apply my knowledge in technology to solve the issues that I see, as shown by my side projects.

Thank you for your time, I hope to hear from you soon.

Yours sincerely,
Gerome Braddock