**Memo**

**TO:** Dr. James Allen

**FROM:** Hong Zhang

**DATE:** 09/09/2012

**SUBJECT:** Job application package which I am applying

1. **Job Description**

* **Title of the position:** Consultant - University/Entry Level – Business Analyst & Implementation
* **Company name:** Crowe Horwath LLP
* **Company Overview:** Crowe Horwath LLP (www.crowehorwath.com) is one of the largest public accounting and consulting firms in the United States. According to *Accounting Today*, SourceMedia’s publication servicing the public accounting profession in the United States, Crowe ranked ninth in net revenue among the nation's top 100 public accounting and consulting firms in 2012. Crowe's services include assurance, benefit plans, financial advisory, forensic services, performance consulting, risk consulting, tax and technology.
* **Contact person:** Regan Nitti ( Firmwide Campus Recruiting Manager in Greater Chicago Area)
* **Position Summary:** As a Business analyst and implement consultant in Crowe Horwath LLP, you will work with clients to help them determine their business needs. You must use Microsoft Dynamics® and Microsoft Dynamics CRM applications to collect and analyze the data of a company as well as their current work habits and make suggestions for doing a more efficient job. You are also responsible for training employees from time to time and developing standards and procedures for the work force to follow. At the end of their training sessions and analysis, you will provide the client with a detailed report of how the company is doing and what it should be like in the future.

1. **Audience Analysis**

Regan Nitti, Recruiting Manager of Crowe Horwath LLP, manages the campus and experienced hire recruiting process in Greater Chicago Area.

Nitti has more than ten years’ experiences for on-campus recruiting. She knows the key point of recruiting an entry-level position is the applicant has the strong aptitude to learn new things and strong communication skill is the foundation to a successful Business analyst. According above two points, Nitti lists the qualifications of an entry level – Business Analyst.

* First qualification of this position is excellent learning skill. The applicant must be a current student who studies relevant major, such as Business Administration, Accounting, Finance, Management Information Systems, Informatics, Operations Management, Supply Chain Management, Industrial Engineering, or comparable major, and your GPA must be 3.0 or above. You desire to learn and leverage technology to solve business problems, show the strong aptitude to learn software solution features and functionality.
* Second qualification is strong written and verbal communication skills. You can use your interpersonal skills to assist clients and work in a team.
* Third qualification is the applicant has good software knowledge and can develop high level technical and functional knowledge of software solution.
* Additional qualification is you have the willingness to travel.

1. **Rhetorical Analysis**

In my cover letter, I wrote my education background and my past work experience as a market analyst, which is similar with a business analyst. Then, I stressed my strong learning and communicating skills, which are the necessary qualifications as an entry – level business analyst. For example, I listed my past jobs which are in different field. Through these, I proved my strong learning capability. The experiences as a news reporter and English translator showed my good communication skill.

In my resume, I emphasized my business and software background to match this position. For example, I wrote many details about my responsibilities and experiences as a market analyst.