

## Programme Management Graduate

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### Cover Letter

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Dear BBC's Hiring Manager,

I am writing to express my strong interest in the Software Engineering Graduate position at BBC. Your mission to "inform, educate and entertain" and commitment to impartial, innovative content delivery resonates deeply with me. After following BBC's digital transformation journey and your push towards a more personalized, digital-first approach through BBC iPlayer and BBC Sounds, I am inspired by the opportunity to contribute to technology that reaches millions of people daily.

Currently in my third year studying Computing with Creative Technologies at the University of East Anglia, I've developed a strong foundation in software engineering while nurturing my creative problem-solving abilities. BBC's commitment to innovation, particularly in areas like machine learning for content recommendations and cloud-based solutions for global content delivery, aligns perfectly with my technical interests and coursework focus.

My experience leading software solution designs for communities in Cambodia and Scotland has honed my ability to develop user-centric solutions while communicating complex technical concepts to diverse audiences. This skill set mirrors BBC's need to create accessible, inclusive technology that serves all audiences. Additionally, as a coxswain for the UEA Rowing Club, I've developed strong leadership and real-time decision-making abilities, contributing to our historic performance at BUCS 2024.

I recently completed the Google Project Management Specialization to strengthen my Agile development skills, preparing myself to contribute effectively to BBC's fast-paced development environment. My experience managing communication systems for a volunteer psychosocial support organization demonstrates my ability to handle sensitive information and create robust, user-friendly solutions – skills crucial for maintaining BBC's high standards of reliability and trust.

BBC's values of trust, quality, creativity, and respect for diverse audiences deeply resonate with my personal ethos. I am particularly excited about contributing to projects that democratize access to information and entertainment, while maintaining the high technical standards that BBC is known for. Your commitment to nurturing new talent through initiatives like BBC Make it Digital aligns perfectly with my aspirations to grow within a organization that values innovation and public service.

Thank you for considering my application. I look forward to discussing how my technical skills, problem-solving ability, and passion for BBC's mission can contribute to your software engineering team.

Sincerely, Yeva Yesypenko

