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Copeland Capital Management  
161 Washington Street, Suite 1325  
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Dear Copeland Hiring Manager,

I am excited to apply for the investment analyst role at Copeland Capital Management. As someone deeply passionate about financial markets and data science who currently works as an equity research associate at Evercore ISI, I am eager to contribute my skills to your team while returning to the Greater Philadelphia area—a place I have always considered home.

I currently cover the surface transportation sector at Evercore ISI under II-ranked analyst Jonathan Chappell. Throughout my time at Evercore ISI, I have learned a great deal about investing in cyclical industries and have been able to hear how a variety of institutional investors think through their ideas. I have also become intimately involved in our team’s idea generation process and have had the opportunity to take initiative and create several interesting and impactful research products. For instance, I developed a proprietary nowcasting model for LTL yields that we used to help inform our views on quarterly pricing trends, which are key to both the short-term and long-term thesis for the equities, ahead of earnings prints. Additionally, I created a monthly research series, which we call “Keeping Up With Capacity”, that tracks capacity trends in the trucking industry. We first started publishing this series in January and used it to justify a more cautious view on the sector at a time when there was much optimism for an imminent recovery from a prolonged freight recession. We were the first and only franchise on the sell-side to discuss trucking capacity to this extent and have continued to add new and differentiated analysis to the report every month.

Prior to my tenure at Evercore ISI, I also interned at the firm and worked under the firm’s #1 ranked Healthcare Technology and Distribution team. During this internship I had the opportunity to jumpstart the firm’s initiation of Doximity (DOCS), where I built the full financial model from scratch and contributed to much of the initial research process. Before this, I also co-founded Trace Trades, an online investing community that connected and educated individual retail investors. At the time, I was still just starting to immerse myself into the investing world, as I had begun teaching myself about the stock market following the start of the COVID-19 pandemic after developing an interest while talking with my mother, who, as a first generation immigrant, had always preached about the importance of financial literacy. I was the Chief Operating Officer of the company and was primarily in charge of building the business through social media marketing while developing new services and resources within the ecosystem we had built. My time with Trace Trades was foundational to my career, as it not only gave me operational experience, but broadened my understanding of investing, as I got exposure to a variety of different forms of investment analysis while learning from the more experienced investors I had partnered with.

I have always had an interest in the intersection between the fundamental and quantitative sides of investing, and from what I understand Copeland has an appreciation for this as well, as the firm leverages a multi-factor ranking model to supplement deep fundamental research. The prospect of joining Copeland is especially compelling to me given that I grew up in Media, PA, and have spent most of my life within the Greater Philadelphia area, as I spent my undergraduate years at the University of Pennsylvania, where I took a number of interesting data science, economics, and finance courses that supplemented the knowledge I had built through my own self-study. My family still lives in Media to this day, and I am still very connected with both the Penn community and the Media community. Thus, I would love the opportunity to move back to this area, especially if it was for an opportunity that would provide substantial opportunities for career development and progression, which it seems like Copeland would provide given the employee-owned structure, lean investment team, and desire to grow.

Thank you for considering my application. I look forward to the possibility of contributing to your firm's success and would be delighted to provide additional details in an interview.

Sincerely,  
Alex Zhang