

JOB APPLICATION PACKAGE ANALYSIS

DATE:

TO:

FROM: Liz Jones

SUBJECT: Job Application Package

General Electric: Edison Engineering Developmental Program

This job application package is intended for one of General Electric's leadership programs specifically targeted for entry-level engineers. The Edison Engineering Developmental Program (EEDP) is a two year program that helps develop your problem solving skills through both coursework and real business experience. This program also offers the unique opportunity to earn credit towards a master's degree in engineering, which I found especially appealing. While working on real GE projects, EEDP will help develop my business and analytical skills which I feel is an ideal place to begin once I receive my B.S. in mechanical engineering.

Named "World's Most Admired" company in the March 6, 2006 issue of *Fortune* magazine, GE has been an innovative leader for more than a century. In 1892, Thomas Edison merged his own company with Charles Coffin to form a leading electrical industry known as General Electric. Today GE is dedicated to solving many of the world's most challenging problems as they turn innovative ideas into top products and services. This company is in fact known for putting "imagination at work."

GE is looking for dedicated graduates who show promise academically and have an eagerness to learn. As such a large and influential company, GE can demand the highest standards of its applicants. EEDP may not be looking for specialty or specific knowledge as many other jobs typically require; however, they are still searching for outstanding candidates whom will continue to make GE a leader in today's technologies. To impress my audience, I will try to focus on the strength of my academic record and passion to learn. In addition, drawing on many leadership opportunities will help display my dedication and commitment, which are two qualities on which GE prides itself.

I made my resume for this program more generic, providing a broader range of information instead of focusing on certain accomplishments. I think this is a suitable way to go about applying to a developmental program where all aspects of your personality are carefully weighed. I also included an objective since in this case I am applying to a specific program. I think this gives the audience a clear understanding of my goal for this particular resume. This resume focuses mainly on my academic successes, including a separate section for honors, since the ad for this program repeatedly lists academic excellence as essential criteria. I have also included other activities, not related to engineering specifically, as to present myself in a well rounded light.

In my cover letter, I used specific examples of problem solving I have worked through as an engineering student to demonstrate my capabilities. In addition, I stressed my work ethic and my sense of responsibility that directly result from my leadership roles. These two examples prove that I satisfy the criteria specifically referenced in the listing. The tone of the letter is formal but friendly. I tried to come off as enthused as possible without sounding too pushy or boastful.

Advantica, Inc.: Client Services Engineer

My second job application package has been prepared for a job as a client services engineer at Advantica, Inc. This company is a well respected global engineering consultancy that provides service and support in the gas, oil, water and electric industries. A client services engineer is basically responsible for providing technical support and training to their software users. This job listing specifically references the need for strong communication and presentation skills, along with multi-tasking abilities and a willingness to go beyond minimum requirements.

Providing quality service for over thirty years, Advantica has grown significantly across the globe. They now provide their products and services to over 550 clients in more than 60 different countries. Advantica uses advanced technologies and systems solutions to help businesses in the energy industry successfully plan and manage their resources. Recipient of the 2005 IGEM/SBGI Gas Industry Award for International Business Development, Advantica is an up and coming firm with a unique, diverse workforce.

As a growing international company, Advantica searches for employees that have not only a sound engineering background, but also demonstrate proficiency in verbal and written communication. The direct audience in this case is the human resources manager. She wants to read job application packages that focus on hard work and dedication.

I condensed the resume I originally created for the GE program to include only specific points that show my aptitude for this job. I removed the activities section completely and abandoned the objective, which seems more obvious in this case. To highlight the people skills I have from my work experience, I moved that section to the top of the resume. I also added bullets explaining my responsibilities working as a hostess since I explicitly draw on these aspects in my cover letter. Furthermore, I added a section that lists my relevant skills as the job ad specifically requires fluid coursework and also lists programming knowledge as desired criteria. I also made the dates easier to read as they are all aligned to the right. Although there is less content in this resume, I think the layout reads better and emphasizes key aspects of my experience that are fitting for this job.

The focus of my cover letter to Heather Eickhoff of Advantica Inc. talks more about my qualifications in communication and programming. I wanted to stress these aspects of my experience as they seem critical in the job listing. I also discuss my work experience as a hostess and how that has helped me to define responsibility and to multi-task. Again I tried to pinpoint what specific features the job really requires and use that to my advantage with explicit examples from my resume. This letter is again formal and concludes with a polite request for an interview.

PERMANENT ADDRESS: • 200 RED CIRCLE • DOWNINGTOWN, PA 19335 • CURRENT ADDRESS: • 500 EAST CALDER WAY • APARTMENT 500 • STATE COLLEGE, PA 16801 •

PHONE (484) xxxxxx • E-MAIL pennstate@psu.edu

ELIZABETH ANNE JONES

OBJECTIVE

- To obtain a position in the GE sponsored Edison Engineering Developmental Program.

EDUCATION

- The Pennsylvania State University *University Park, PA*
Bachelor of Science, Mechanical Engineering *Class of 2008*
Cumulative GPA: 3.99/4.0
- Relevant Courses:
Technical Writing, Speech Communication, Engineering Design & Graphics

HONORS

- Acceptance into the Penn State Schreyer's Honors College — *2004-Present*
- Dean's List — *Spring 2006, Fall 2005, Spring 2005, Fall 2004*
- Robert and Sandra Poole Schreyer Honor's College Scholarship in Engineering — *2004-2006*
- National Collegiate Honors Society — *2005-Present*

LEADERSHIP

- Pi Beta Phi, National Pan-Hellenic Sorority

Vice President of Finance — 2006

- Determine and collect semester dues and manage the annual budget
 - Chapter Representative at National Leadership Academy, St Louis, MO — Feb. 2006
- THON – Four Diamonds Fund

Rules and Regulations Committee — 2005-2006

- Enforced security rules and monitored the safety of families and students during the 48-hour dance marathon
- Penn State Homecoming

Community Service Committee — 2005

- Orchestrated and participated in several fundraising events benefiting local charitable organizations as part of Homecoming week events

EMPLOYMENT

- Pizzeria Uno's Chicago Bar & Grill

Exton, PA

Hostess — Jan. 2004 - Aug. 2005

ACTIVITIES

- Penn State Ski Club — 2004-Present
- Penn State Club Field Hockey — 2004-2005

May 23, 2006

Mr. William J. Conaty

3135 Easton Turnpike
Fairfield, CT 06828

Dear Mr. Conaty:

While navigating through the resourceful GE website, a unique feature caught my eye. The Edison Engineering Developmental Program provides entry-level engineers with the exceptional opportunity to expand one's skills through experience with today's leader in innovation. GE needs individuals who have demonstrated their commitment and have proven their aptitude for problem solving through academics. I feel that my strong academic record and leadership roles have suitably prepared me for this program.

As a mechanical engineering student at Penn State University, I have taken countless courses that require not only intellect but sound problem solving skills. In my Engineering Design and Graphics course, we analyzed and actually disassembled a typical mechanical toothbrush. We then developed an improved toothbrush to market in groups, building off of the flaws uncovered with the previous models and inventing new useful features. Experience and accomplishments in such courses have helped to hone my problem solving skills and can be put to good use at GE.

In addition to my academic success with analytic courses, my leadership positions continuously work to improve my communication skills. As the Vice President of Finance for my sorority, I attended a leadership seminar this past February where I learned to more effectively lead and manage a large group of individuals. This office continues to teach me responsibility as I must professionally deal with sisters who do not pay semester dues. This type of leadership cannot be taught in a classroom and has applications to the real life situations that GE encounters on a daily basis.

I believe that the skills I have demonstrated both in and out of class make me a valuable candidate for the GE Edison Engineering Developmental Program. I would greatly appreciate the opportunity to further discuss with you my qualifications for this program. You can reach me at your convenience on my cell phone at (484) 467-4023. I look forward to hearing from you.

Thank you for your consideration,

x

500E. Calder Way, Apt. 500

State College, PA 16801

(484) xxxxxxxx

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ELIZABETH A. JONES

EDUCATION	The Pennsylvania State University Bachelor of Science, Mechanical Engineering Cumulative GPA: 3.99/4.0 Relevant Courses: Fluid Flow, Engineering Design & Graphics, Speech Technical Writing	<i>University Park, PA</i> Class of 2008
HONORS	Acceptance into the Penn State Schreyer's Honors College Robert and Sandra Poole Scholarship in Engineering National Collegiate Honors Society Dean's List	2004 - Present 2004 - 2006 2005 - Present Fall 2004 - Spring 2006
WORK	Pizzeria Uno's Chicago Bar & Grill, Hostess	
EXPERIENCE	Exton, PA <ul style="list-style-type: none">▪ Prepared takeout orders and handled monetary transactions.▪ Welcomed and seated customers.▪ Answered the telephone, dealt with unsatisfied patrons.	Jan. 2004 - Aug. 2005
OTHER SKILLS	Microsoft Office Products, QuickBooks Basic, Mathematica, C++, MatLab, AutoCAD	
LEADERSHIP	Pi Beta Phi, National Pan-Hellenic Sorority <i>Vice President of Finance</i> <ul style="list-style-type: none">▪ Currently manage annual budget and educate members regarding financial responsibilities to the sorority.▪ Chapter Representative at National Leadership Academy held in St. Louis, MO.	2006 Feb. 2006
	THON – Four Diamonds Fund	

Rules and Regulations Committee

2005 - 2006

- Helped to ensure the safety of families and students during the 48-hour dance marathon.

Penn State Homecoming

Community Service Committee

2005

- Coordinated and participated in several fundraising events benefiting local charities during the weeks leading up to Homecoming.

REFERENCES

Available upon request.

May 23, 2006

Ms. Heather N. Eickhoff

US Human Resources Manager

Advantica, Inc.

Suite 100, 600 Bent Creek Boulevard

Mechanicsburg, PA 17050

Dear Ms. Eickhoff:

The position of client services engineer at Advantica, Inc. demands a well-rounded individual willing to go above and beyond in their work. I feel that with my history of strong communication skills, programming experience, and dedication to my work, I would make an excellent addition to this award winning, global company.

While studying mechanical engineering, I have successfully performed in both speech communication and technical writing courses. These two skills are crucial in effectively conveying my knowledge of engineering related subjects to others. Additionally these and other classes have helped to sharpen my presentation skills. For instance, my Engineering Design and Graphics class required a thirty minute group presentation in which I used these skills to effectively introduce a new toothbrush model we designed. Advantica needs employees with this kind of experience in written and oral communication.

Besides these essential communication skills, you could also benefit from my previous study of programming. I have taken several classes learning programs such as C++ and Mathematica. Familiarity with these programs will help both you and me when it comes to job training.

Furthermore, commitment and devotion to a job ensures success. My work as a hostess at Pizzeria Uno's required not only people skills but also the ability to multi-task. You could certainly benefit from my prior experience as I often times had to take phone calls, prepare takeout food, and seat people by myself. This job also taught me to work well as a group. As a client services engineer, these skills would definitely make me a valuable member of your team.

Along with my interest in the company, I think my experience qualifies me for a position as a client services engineer. I would like to schedule an interview at your convenience. You may reach me anytime on my cell phone, (484) 467-4023. I look forward to discussing many other facets of my experience with you soon.

Thank you for your time and consideration,

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