

To: David Marado

From: Emma Belanger

Date: 16 February 2017

Re: Rhetorical analysis for job packet

This memo is my rhetorical analysis for my resume and job application letter for an internship position at Google. In it I give a brief explanation and reasoning for the content and design of my resume and application letter.

Resume

In my resume I have seven sections. At the top I have my name and a short objective statement beneath. To the left of that I included my address and contact information. The first section is "Education" because that's in the first set of requirements in the Google job ad. They want to know when I'll be graduating, what my GPA is and whether I have relevant major. Beneath that I have "Experience" because that's the next biggest factor. I listed three jobs I've had that will show Google I've had experience working on technology related projects. Beneath that section I have "Achievements." There I've listed contests/awards I've won related to programming to illustrate my success in the field.

On the right I included a small section for computer skills. It's at the top because Google specifically stated they wanted people with knowledge of Java and Python in the job add. I also made bullet points relating to category. For example, Java and Python are programming languages, HTML is related to web development, and Cascade is a content management system. Beneath that section I have "Related coursework" listed. I added this section because Google asked for people who know certain course material like data structures and algorithms. Beneath that I included "Extracurricular Activities" and listed any leadership roles I had in those. Finally, I included a section for "References" at the bottom so Google can contact people who knew me well.

I used a template for the design and layout of my resume, but chose the order and sections to split it up in depending on what Google was looking for like I explained previously. My name is the biggest item on the page because it's the most important. The sections all have blue titles to stand out and I bolded any other important information.

Job Application Letter

At the top of my application letter I included my address and then Google's address beneath it and started it like a letter. The first sentence includes my reasoning for writing the letter is to apply for their internship position. I then went on to describe how I heard about the

position and why I'm interested in working for Google. I also included some basic information about myself like when I plan on graduating and what my major is because it was one of the basic requirements for applying.

After that I described some of the experience I've had from my resume in more detail. I also included the type of area I was interested in because the internship is just a general application and the area of work you're put in is decided later. I emphasised my passion for UI/UX design because Google is known for being a creative and design oriented technology company.

I then went on to mention some experience I have in Java because that was one of the languages Google put in their requirements. I decided to focus on Java because chances are in a job I would be working with one major language, not all three that were on the requirements. This way I can show I have breadth by including all of them in my resume and depth by explaining a big project I did using one of them.

As far as the design of the application letter, I did my best to alternate sentences in length. So if I had a long sentence, I tried to make the next one short so it was easier to read. I also made short paragraphs so the reader could have general outline for topics. I included transition sentences and tried to make the topic of the paragraph clear in the first sentence or two. I ended the application letter asking them to contact me and thanking them for their time.