**Joshua J Singer**

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September 14, 2018

Dear Recruiting Committee:

My name is Joshua Singer and I am a senior graduating from BYU in December 2018 with a degree in Applied Statistics and Analytics. I am interested in the Associate Consultant position at Bain & Company because of the opportunity to use my experience in Data Science to solve complex business problems. I was drawn to Bain because they are results-driven, transparent with their successes and shortcomings, and value personality as a strength to provide creative solutions.

In school I have always been passionate about my education in both academia and industry. Although I sacrificed a high GPA, I value the ability to drive results and use the skills I learned in academia to start *Singerman Analytics*. After a few programming courses, I quickly applied what I learned and started a company that provides statistical analysis & visualization for companies in manufactured housing. I now employ 2 web-developers to improve & digitize their loan application process. At Bain, I feel I will be given a similar opportunity to refine my business acumen by applying my knowledge to a variety of companies. I feel starting *Singerman Analytics* helped me understand the amount of work necessary to produce effective results which I feel makes me a competitive candidate for the position.

I most recently interned at a Data Science firm in DC, *0ptimus Consulting*, that provides political candidates with statistical insights & forecasting based on nation-wide surveys. I was assigned to analyze their largest expense: survey cost trends. As campaigns ran more surveys in preparation for the 2018 midterm elections, surveys became less efficient and costs rose. It was most important for me to collaborate with co-workers to understand survey strategy and key drivers of our rising costs. I looked at 40 different surveys with 500,000 instances of data per survey. By visualizing important metrics, our team was able to pull insight and implement changes to our decision making. As a result, our survey costs over the next 3 months decreased by 14% which saved us ~$7,000 on a weekly basis. I then automated the analysis by creating a database that stores aggregate metrics real-time. Working at *0ptimus Consulting* taught me to value transparent team successes and set-backs to ensure an impactful solution.

Previously, I was the Vice-President of the BYU Student-Alumni Association. I headed the rebranding & campus-awareness of the Alumni Connection Program that helped students explore career opportunities. Despite being a valuable campus resource, there was very low awareness among students. To improve awareness, I created and led 2 teams to develop marketable content and increase program involvement. My content team was able to be effective by relating to students professionally and creatively. I led the team in redesigning the website and producing a video parody of Darth Vader’s journey to landing a job. By utilizing the website and the video, we increased the number of student-alumni connections by 26% and met with over 35+ club presidents across campus to train them on how to use the program. Through BYU Student Alumni, I used my background to implement creative yet impactful solutions despite working with such a large organization.

After meeting some of the consultants, I feel my background will add to the disciplined and results-driven environment Bain & Company creates for their clients. Please contact me at your earliest possible convenience and thank you for your consideration.

Sincerely,

Josh Singer

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Why Bain?

* With a more technical background it will provide a good Build Business Acumen
* Launchpad to career
* Transparency
* Great people
* Consulting with personality
  + Exposure to a variety of companies

Why me?

* 0ptimus Consulting Internship
  + Results driven
  + Fast-paced
  + collaborative
* Singerman analytics
  + Entrepreneurial
  + Self-motivated
* Student Alumni
  + Leadership
  + Large organization
  + Impact
* Devmountain

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As part of Google’s Social Innovation Chapter at BYU, one of the main drivers of the technological revolution is to make data accessible to everyone. Over the course of the internship, I was tasked to improve digital literacy across all generations and demographics. In helping them solve common technology problems, I developed a scalable business model in a growing $114M+ market. This model would not only solve device functionality issues for consumers, it would also reduce overhead for tech support organizations. I received approval from Google mentors to prototype the model with 100+ students and later placed as the runner-up of the Social Venture Competition.

I arrived at DevMountain shortly after they had been acquired by Capella University for $15M. Their trajectory quickly changed and needed an expansion plan in a matter of months for year 2017. I took charge of evaluating 20+ potential locations for expansion based on numerous metrics including cost of living, average tech income, and tech potential. After analyzing the data, my team narrowed down the search to 3 cities and presented our findings to the DevMountain executives. Capella University and DevMountain now have a working office in Phoenix as of May 2017.

What sets me apart from my peers is my entrepreneurial passion, desire to help people succeed, and my unwavering integrity. Feel free to contact me at your earliest possible convenience. Thank you for your consideration.

Sincerely,

Josh Singer

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