**Huifeng (Kiran) Li**

Sizhuan Road, Shanghai, 201600

Tel: (+86) 139 5039 2279

huifeng.kiran.li@outlook.com

Dear Hiring Manager,

I am a professional MBA graduate with a focus on Business Analytics and writing to apply for the position of Trade In Program Operations Analyst at Apple. Despite the challenges in the smartphone market, Apple has impressively reported that trade-in volume on iPhones grew 5x from 2018, helping China sales bounce back in 2019 after the Trade In Program and pricing changes were fully implemented. I am truly intrigued by Apple’s industry innovation, exceptional client services and environmental responsibility, my informal chat with your colleague HuangAqua confirmed my interest in Apple.

I believe that I can make a positive contribution as an Operations Analyst and would like to highlight the following key transferable skills from my previous experience:

* **Experience in Business Analysis**: Over 4-year experience within diverse organizations where I helped identify and analyze business requirements to implement and improve the operation process.
* **Data Analysis**: I analyzed and evaluated data on operations and sales performance metrics using tools of Excel, SQL and Python, developing new revenue stream worth ¥7.5M.
* **Project Management**: I collaborated with over 6 cross-cultural members to coordinate and monitor the ongoing projects, facilitated the communication between project owners and consultants, ensuring the smooth operation.

I would be delighted to meet with you to further explain my capabilities. After 7 years of working in different businesses and countries and building strong relationships with various stakeholders, I believe my skills and experience would be of value to Apple, am most eager to participate in Trade In Program with the mission to leave our world better than we found it.

Yours sincerely,

Kiran