

Dear hiring Sir/Madam,

I wish to apply for this position. The reason why I would like to apply for this position is my personality. I enjoy problem solving work. The supportive work motivates me a lot.

In my EY marketing research job, my work is to record information in a short time correctly. I corrected the observation number during the public transportation ticket survey. It helps the team check the correct round number in the database in time. EY's marketing research is not only data collection work. I could also see what people do in their daily life which makes me be good at observation. I usually do the second check with my team members when we end that collection round. This position cultivates my self-developing ability. When I was doing some event surveys and observations, I was used to checking the whole site first. I observe which place is my best survey site, and then share it with my colleagues. My target achievement rate is 96%. At the same time, I observed that people from different countries have a different understanding of the same thing. If I only use one description to explain the detail to all the people, the successful acceptance would decrease greatly. In order to solve that, I analyzed the Australian culture and communication strategy. I summarized cultural features and used Excel to list the suitable communication strategy. Besides, I am now still collecting data about people I met during the work. I recorded people from different ages, jobs, and cultures. The external condition also works during the conversation. For that reason, I further analyzed the weather, transportation, public holiday, and policy. After the comprehensive assessment, I would choose the most suitable way to talk to the survey interviewee. The people type analysis increased my successful interview rate to 90% in one month.

The marketing research job at Roy Morgan cultivates my adaptability in every kind of situation. As it is a face-to-face survey, I achieved the speaking skill of facing different kinds of people. The individual survey meets much refuse. People are easy to say "No". For that reason, I consider why they do that, and how I can solve that refusal. The simple "No" do not mean that people understand the content completely. I need to speak clearly in a short time to introduce the survey's purpose and its benefit. If people still say "No", there are two situations: no interest and lacking other attractions (value improvement or prize draw). Considering people's basic needs, I continue communicating with them in their preferred way to get the agreement of the survey. In addition, I achieved perfect organizational skills. As my work is to do a social survey in the whole Melbourne area. I need to invite people from different areas like Fitzroy, Northcote, and Viewbank. These areas have different household areas and situations that I need to develop strategies aimed at these areas. I set the routes in a reasonable way which helps me achieve the target in a more effective way. My strategy contains the terrain, people's routine, blockface, and transportation. Less walking saves more energy. More energy increases the talk rate. More talk causes

more chances. I designed two routes in each area. The reason why I designed two routes is that I can test whether the same strategy works in random situations. After my design, the speed of the survey invitation halved effectively.

I serve as president of the string club. My main job is to manage the club concert and online platform (Facebook and Instagram) operations. I held 100 people Christmas concert at the end of the semester. This concert combines different departments in the university. I arranged several Zoom meetings and messages to divide the labor which save much time on doing the concert project altogether. I observed members from different departments have different features. For example, economics students focus more on the feasibility of the idea. Arts students are more full of creativity. Engineering students have a high action force, and language students are more communicative. I consider the subjects' features and individual personalities to achieve the task. During the cooperation with other departments, I prepare the written updates introduction before meeting. The introduction includes several parts: our target, how to process it, what problems we might meet, which departments connect with each other, places for improvement, and online publicity. I invited the presidents of each department to share their opinions. Enough communication makes our plan be more realistic.

I had nearly two years experience of Business Analyst at Dun & Bradstreet. My work is making risk reports through cross-verification to check the company's registration information and to evaluate the credit. I usually do telecommunication with customers in order to justify business information. In this work, I solved the ticket reverse problem in the datasets. The name and number of the company in the system are loaded reversely. One of the companies belongs to the subsidiary, and the other is the parent company. I reflected on this issue through the communication with customer support department and quality checking team. Finally, I corrected these mistakes perfectly in one day by myself. This incident improves my resilience and adaptability. Through this job, I assisted the Overseas Report Department to complete the quarterly target within one month and achieved Annual data updates with team members in one season. Besides, I also care about the customer service. As each customer had different requirements, I always contact my customer first in order to check their understanding of the company report and their further requirement. Once, I met one customer who want to change the information in the report, while his requirement broke the report-making rule. I first reported this situation to my manager and discussed a suitable way to deal with this situation. The reason why I did not refuse my customer by using company rules is that I need to consider the customer first. All the service is for the customer. So does the report service rule. After a discussion with my manager, we included a new evaluation part in the report which increased the credit of the company in their business. The added part is also available in the future report evaluation which increases the accuracy of the risk score.

In my free time, I attend many classical music clubs. In 2023, I have done four music concerts in Melbourne. Two of them are a charitable theme we donate the ticket income to a charity to help vulnerable groups every semester. When I was in China, I also took part in the local charity symphony orchestra. The orchestra needs a violist to hear other voice parts which cultivate my cooperation skills a lot. I know how to catch different voice parts at the right time, and present my own part in a proper way. I am still learning classical music from different periods. For example, the trill skill made in the baroque period is reversed from the present classical trill fingering. Learning classical music styles in different periods becomes my present learning goal.

My experience has made me target-oriented, self-motivated, and able to connect with team members in a better way. These skills will be of use in this position.

With best regards,
Jingyi