May 14th, 2015

Dear Hiring Manager,

It is with strong passion and sincere gratitude I apply to the Campaign Selection Analyst position with Farmer’s Insurance. This opportunity matches perfectly with my career dream of assisting marketing with my statistics skills for a fast growing company like Alliance Data. Through my three years of training in statistics theories and experience in working on statistics projects, I know my diverse skills in statistical analysis, programming and presentation will be a great asset to Farmer’s Insurance.

Over the past three years, I have completed seven statistics projects ranging from modeling injury indices of a vehicle with R to learning evolvement of Egyptians’ Skulls using multivariate analysis with SAS. Through these projects, I have become experienced in addressing practical issues like missing data and assumption violations; I have become proficient in writing interpretable report and confident in presenting my analysis to general audience. My knowledge of statistics theories and my experience in working on projects merged and translated into my sense and insight. My sense and insight will be uniquely valuable to Alliance Data.

I have enjoyed and have played important roles in every project that I have worked on in the past. As a member, I extract my creativity and contribute my work with best quality to inject positivity to my team. As a leader, I appreciate the talents of others and encourage them to use their talents to make creative ideas into a reality. In my final project in database management, I completed the extra credit portion of the project on transporting data into a new database using advanced SQL insert statement with great quality; I also recognized my one teammate’s ability to program in VBA and I encouraged him to work on creating a GUI in excel which excited our audience in our presentation. I have no doubt that my confidence and experience of working in a group will make the marketing team more dynamic. I look forward to further communication through email gli@bgsu.edu or by phone (419-315-0143). Thank you for your time and consideration.

Sincerely,

Genghua Li