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Twitter, Inc.
1355 Market St, Suite 900
San Francisco, CA 94103

Good morning,

The first thing I noticed about the posting for the Sales Finance Self Serve Analyst position is that it is interdisciplinary. I like that. I have to mention that my current position as a Senior Associate at KPMG, Management Consulting also is similar to the idea of being interdisciplinary in many ways. Both deal with balancing the needs of many different people including clients, managers and other stakeholders while using financial data to make conclusions and insights. I think these connections can be drawn through my resume. What I would like to do in this cover letter is address why this position strikes my interest outside of what can be seen in through my resume.

First I would like to say that I do not claim to be a developer or engineer, but software development has always been a hobby of mine. In my spare time, I have learned Ruby and Ruby on Rails for web development and made some websites for my own amusement. Such websites include an application that tracks my banana consumption and gives me an estimate of when I need to buy more bananas, and a social network for fans of my trumpet music on YouTube (this was easy because I have very few). However, it is when I apply these skills to my work which I think should be more relevant to this cover letter. There have been many times where my amateur programming skills has helped both my colleagues and myself. These range from simple things like VB macros to automate tasks in an Access database or the time I made a message encryptor in Excel when we were told that client lawyers would be screening our emails. I would like to think that these examples demonstrate my ability to bring outside knowledge to solve my problems at work creatively.

Lastly, the job bulletin indicates a need for knowledge of the digital ad space. I have to say that this would not be at all apparent from my job history on my resume. However, before I started my current job, I did have a small business selling cuff links online and I bought my fair share of digital ads. From that experience, I would say that I am not completely unfamiliar with the field.

In summary, I hope this letter has complimented my technical financial skills with my less definable problem solving skills. I would love to be able to discuss more of what I could bring to your organization in an interview.

Sincerely,



Ray Lin