### Ruolin Gou

10 River rd, Apt 4N, New York, NY, 10044 | 646-243-0136 | 646-243-0136

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Accenture   
1430 Broadway, 19th Floor  
New York, NY 10018

Dear HR Manager:

I want to express my immense interest in the opportunity of the Software Developer Engineer - Associate Manager - Denver, CO in Denver, CO, US | LinkedIn at Accenture . I am a master's student in the Social and Consumer Psychology Program at NYU graduating in 2020. For this Software Developer Engineer - Associate Manager - Denver, CO in Denver, CO, US | LinkedIn position, I am excited to apply my market research and consumer behavior knowledge to real-world situations and learn valuable experience from industry professionals. I believe that my qualifications and educational pursuits are a great fit with the kind of candidate you company is looking for. Given my passion and knowledge, I would be able to contribute to this role immediately.

I know this position requires strong analytical and research ability, and my previous research experiences strongly supported my competence. I worked as a research assistant in two psychology labs at Willamette University for three years and actively engaged in both experimental design and data analysis processes. The complicated experimental design procedure improved my skills of thorough design and organization and attention to details. The data analysis processes, including data coding, cleaning, analysis, visualization, and interpretation, gave me great opportunities to apply my statistical knowledge and strengthen my analytical skills. From my current master program, I have learned market research methods and design thinking, using interviews, focus groups, and other qualitative methods to achieve human-centered designs. I am trained to apply psychological theories to the marketing industry and be familiar with qualitative research and analysis as well.

Additionally, my communication skills gained good practice during my research experience. During the data collection, I have to understand the purpose of my supervisors and transmit correct information to experiment participants to gain expected and unbiased results. This training enhanced both my communication clarity and confidence.My prior experience of running an international student council gave me an excellent exercise of both my communication skills and leadership, and provided me a global perspective.I feel comfortable working with Microsoft Office applications, such as Excel and Power Point, and analytical software, such as SPSS, SYSTAT and R.I also developed the ability to multitask through balancing my schedule of different research projects, leadership position, and coursework.

I feel strongly that my analytical and communication skills, consumer psychology background, and past research experience will make me an excellent fit for the role of Marketing Intern. My global cultural perspective can also contribute to this position. I would welcome the opportunity to discuss the position in further interview. Thank you for your time and consideration.

Sincerely,  
Ruolin Gou