

# Emily Flippen

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To Whom It May Concern,

As an Investment Analyst at GE Capital, a finance graduate from the inaugural class of New York University Shanghai, and a passionate personal financial planner, I am extremely interested in joining Financial Decisions as a Financial Planning Associate. I am particularly interested in working for Financial Decisions because my time living and studying in Shanghai as well as my exposure to institutional investing with GE Capital has taught me that the core of finance begins with investor education. Financial Decision's people-first approach to financial planning aligns well with my morally-driven view of the financial sector. I am confident that I will be able to bring not only strong quantitative analysis but a passion for financial planning that will support Financial Decision's management strategies.

After graduating in May 2017, I joined GE Capital's Energy Financial Services team as an investment analyst. My time working on the Debt Underwriting and Portfolio Management team taught me that my interest in finance extended far past energy investing. I found myself actively applying my financial modeling skills gained during my training to my personal life: proactively managing my personal finances and investing, building complex personal financial models in Excel from the ground-up in order to maximize my investing and saving potential, as well as helping advise my personal financial decisions. It wasn't long before helping explain the differences between Roth vs Pretax 401k to my coworkers and talking them through tough financial and investing decisions became the best parts of my day. While having the opportunity to see the practical side of institutional investing as well as finesse my quantitative skills in investing was valuable, I learned that my interest in finance was much more personal than my current role allowed.

Before graduating, I interned with the Investing team with wealth-manager The Motley Fool. The Motley Fool offered a unique opportunity for me to see the intersection of wealth management and investment as well as interact with clients personally on a daily basis. Not only did I run financial models, but I had critical discussion with paying Motley Fool members about what these new exposures meant for their financial plans as a whole. Working alongside CFP and CFA professionals made me confident that a career in financial planning would be rewarding on both a personal and professional level. The responsibility associated with serving as a liaison between clients and their financial future is not lost on me, and I continue to carry the Motley Fool's values of transparency and accountability with me in my career.

Lastly, during my years studying Business and Finance as part of New York University's Shanghai inaugural class, I founded and presided over Shanghai's Investment Analysis Group. In addition to pitching stocks, each week I lead personal finance classes targeted towards American and International students who sought help in planning for their financial future. I found these meetings, which focused on basic personal finance skills like planning for retirement and passive vs active investing, to be a lifeline for many students who lacked alternative outside resources.

I have no doubt that my penchant for personal finance, my passion for ethical and transparent financial planning, and my strong quantitative investing experience would fit well with Financial Decision as a Financial Planning Associate. I sincerely hope I have the opportunity to show you my interest in person during an interview.

Sincerely,  
Emily Flippen