



# Yale SCHOOL OF MANAGEMENT

October 31, 20XX

Eli Smith  
JPMorgan Chase & Co.  
165 Whitney Ave.  
New Haven, CT 06511

Dear Mr. Smith:

JPMorgan's reputation for excellence in client services across all areas of the natural resources sector is a driving force behind my desire to become an Energy Investment Banking Summer Associate in the Houston office. Most importantly, after meeting several members of the natural resources franchise including John Smith, Jane Doe, Matt Bell and Amy Fox in Houston, I'm confident that my personality fits well with the culture of your firm.

Over the course of my seven-year military career, I received the greatest fulfillment working in dynamic, collaborative environments on projects that had strategic organizational implications. I look forward to working on projects at J.P. Morgan, focusing on financial modeling, due diligence, and advising clients. The skill set that I will bring to your firm includes:

- **Project management/leadership in challenging environments:** Recently, as a Special Operations Officer on the staff of Commander Submarine Force Atlantic under Admiral John Richardson, USN, I led and coordinated TOP SECRET submarine special program initiatives. For three years, I conducted numerous briefings to senior submarine leadership and was responsible for maintaining vital client-like relationships.
- **Critical thinker and proactive self-starter:** There is no outside support for a submariner finding solutions to everyday problems. I consistently found ways to examine circumstances, seek out missing information, and provide effective recommendations.
- **Responsibility managing teams:** I managed direct reports throughout my naval career, forging strong working relationships characterized by exemplary performance and commitment to integrity. Qualified Nuclear Engineer by the Department of the Navy and Department of Energy, I have extensive operational leadership experience supervising nuclear operations and making decisions for a highly technical team.

I am confident that my skills, abilities, and previous accomplishments highlight the pursuit of excellence that I will bring to JPMorgan as an investment banking associate. Thank you for your time and consideration of my candidacy. I look forward to interviewing with you during the coming months.

Sincerely,  
Dan Bulldog



# Yale SCHOOL OF MANAGEMENT

October 31, 20XX

Eli Smith  
Boston Consulting Group  
One World Trade  
Boston, MA 02101

Dear Mr. Smith:

I write to express my interest in The Boston Consulting Group's Consultant position. Over the past year I have had the opportunity to interact with BCG in an array of settings, including the Net Impact Case Competition, the internship interview process and, most recently, through my work as a co-leader of the Consulting Club at SOM. Through these interactions I have discovered a firm of intellectually curious professionals committed to developing employees and clients alike by tackling some of the world's toughest organizational challenges. I share BCG's passion for solving complex problems that matter, a passion that I have harnessed throughout my professional and academic career to help organizations and individuals reach their potential.

Through my experience, I have developed skills that enable me to thrive in demanding, fast-paced environments. I am a self-starter; I conceive solutions and excel in developing strategies to implement change that improves performance. This solution-oriented approach has enabled me to succeed in diverse settings. For example:

***Influence*** – I developed design imperatives to define and guide the long-term innovation strategy for a \$400 MM brand, presenting to and gaining support of senior leaders across a top CPG company

***Leadership*** – I produced and implemented a fully integrated arts curriculum for six grade levels by securing administrative buy-in, soliciting funding and leading cross-functional collaborations

***Impact*** – I created a new invoicing system to communicate and track financial transactions; I maintained the system and trained senior staff in its use leading to the most accurate financial audit in the organization's history

I came to Yale SOM to increase the scope and impact of my initiatives – to learn how to set pertinent goals, drive growth and lead transformation. As a student, a professional, and an educator, I seek an environment where I am constantly learning and can apply my knowledge in ways that truly make a difference. Because of the quality of human talent and breadth of opportunity available at BCG, I believe there is no better place for me to develop as a professional and effect meaningful change.

I would appreciate an opportunity to interview with BCG. Thank you for your consideration.

Sincerely,  
Danielle Bulldog



# Yale SCHOOL OF MANAGEMENT

November 28, 20XX

Frederick Alphabet  
Recruiting Manager  
Google  
Mountain View, CA 94043

Dear Mr. Alphabet:

I am a first-year MBA student at the Yale School of Management, writing to apply for the exciting Product Manager internship role at Google. Passionate about product innovation, I am inspired by the profound impact of Google's unique products on the lives of millions of customers every day. In addition, during my conversations with Jonathan Bulldog, I was delighted to learn about the meticulous attention given to every aspect of the Google employee experience, from an inspiring working environment, to meditation and exercise rooms helping Googlers stay mentally and physically fit. I personally admire the holistic view of health that Google holds for employees, and was inspired to learn about the 'Search Inside Yourself' program at Google, having been a meditator for the past 10 years.

My work experience reflects my deep passion for two areas: understanding consumer behavior and product innovation. I have always had a deep interest in psychology, with experience in studying consumer behavior from both a qualitative (ethnographic design-thinking) and quantitative (big data) perspective. While working in product development at Dunhubble, I led a fundamental shift in the way the company developed products by making user experience design a core part of the process. Google's own consumer experience focus completely aligns with my own passion for this field.

Having worked across many disciplines, including as a consultant, product manager, researcher, user experience designer, front-end developer, and data analyst, I am adept at leading and working with people from different areas and thrive in multi-disciplinary teams. As a Google Product Manager, I will apply my learnings from this multi-faceted work experience to enhance collaboration between different stakeholders.

What truly excites me about the Google product manager role is the opportunity to have ownership of an innovative product used by millions of people across the world. Furthermore, Google's focus on disruptive innovation and design strongly mirrors my own interests.

From my prior experiences and interactions with Google, I believe I can make a valuable contribution to the company's future success. I look forward to discussing the value I can add to Google as a Product Management Intern. Thank you for your consideration, and I look forward to your reply.

Sincerely,

Grace Eli



# Yale SCHOOL OF MANAGEMENT

October 19, 20XX

English Premier League  
30 Gloucester Place  
London  
United Kingdom

Dear Paul United:

With deep sports industry experience, a passion for football, and as a first-year MBA student at the Yale School of Management, I am delighted to apply for the EPL Intern Program. After speaking to current EPL employees Sarah Wigam and Danny Bolton, I was thrilled to learn more about the EPL and how effectively innovative ideas are being pursued and implemented, and I believe my skills and experience would enable me to make a valuable contribution as an Intern.

As a senior analyst at Fiction Sports Media I collaborated with multiple departments to address the challenges of working in a media landscape increasingly dominated by “cord-cutting” and digital alternatives. Conducting extensive financial analyses, I helped complete distribution deals with new digital providers such as Wanderer’s TV. In addition, I took the initiative to become the knowledge expert on new digital entrants in media, summarizing industry developments for executives and building a database of information. Furthermore, I was the lead financial analyst in our parent company’s renewal negotiations with Winterfell USA, helping complete a multi-hundred-million-dollar deal by recommending the most effective financial moves for the strategy team to employ. At FSM, I also addressed the challenges and opportunities presented by new digital technologies, working with partners across the parent company to develop and propose a new eSports platform called *FSM Gamers’ Treehouse* to senior executives.

The EPL is in a position of strength as a global sport and as a media giant. Football has played a pivotal role in my life ever since my family immigrated to America. The football field was where I learned English, social skills, and the value of teamwork. In fact, it is no coincidence that people call me Messi. My passion for football extends outside of work, serving as a youth coach and board member of the Bilbao Family YMCA, where I helped plan, market, and run successful fundraisers, which resulted in building the first regulation size field this summer for our Y members.

Although I would gladly work on any assigned teams as an EPL Intern, The Global Innovation, Media Distribution, and Global Partnerships areas align best with my career expertise and interests,

The enclosed resume demonstrates my track record of consistently high achievement, passion for football, sports media experience, cross-functional team leadership/collaboration, strategic expertise, and ability to drive results. I would eagerly welcome the opportunity to discuss how my skills and experience can contribute to the EPL’s continued success.

Sincerely,

Lionel Bulldog



# Yale SCHOOL OF MANAGEMENT

November 27, 20XX

Ms. Danielle Eli  
Recruiting Coordinator  
BCG  
10 Hudson Yards  
New York, NY 10001

Dear Ms. Eli:

As a first-year MBA student at Yale SOM with deep consumer industry experience, I'm delighted to apply for the BCG Summer Consultant internship. Over the past three months, I've had the opportunity to learn about BCG in great depth through interactions with Miguel Whitney and Elizabeth Elm from the New Jersey office, and Frederick Lincoln and Chris Orange from BCG New York. Whether it's the firm's transformational client work, extraordinary mentorship, collaborative culture, or innovative industry leadership, I am excited about the opportunity to apply my extensive skills and experience drive success for BCG and its clients.

Coming from a mathematical science background, I've always been passionate about driving towards solutions by turning problems into numbers, and data into insights. Prior to SOM, I worked in the consumer goods industry for Widgeteria, where I developed an analytical, problem-solving, and strategic leadership skill set which I believe will enable me to add value and thrive as a Summer Consultant at BCG.

My initial role at Widgeteria was project-based, with Widgeteria's executive management team as my client, exposing me to multiple functions and business units, requiring me to quickly understand the project challenges and solve the specific business problems. One project entailed improving visibility of the company's distribution costs across thirteen countries and reformulating the distribution strategy to achieve higher efficiency. This led to \$4M in savings and demonstrated my value as an analytical thinker and results achiever. What excited me the most about my role was the broad exposure to diverse problems, continuous learning opportunities, and positive impact I had.

With a proven ability to deliver results, I subsequently assumed more responsibility by joining the Arbon business brand team, where I led a cross-functional group of eighteen on new product innovations. Applying my leadership skills, the team added value to the business by developing the innovation strategy for multiple markets, with share gains of 200 bps in just the first three months. I also improved the bottom line by leading a cost optimization initiative that delivered \$5M in savings, which led to two promotions within three years.

I believe my background and passion for driving results will equip me to be a valuable and immediate contributor at BCG. Thank you considering me for the Summer Consultant internship. I look forward to discussing my candidacy further.

Sincerely,

Michelle Bulldog