

## University of British Columbia

### Memorandum

To: Helen Yu, The Girl Code member  
From: Natalie Ngan, The Girl Code member, N.N.  
Date: November 27, 2016  
Subject: Peer Review of your Application Package

You have produced an excellent application package that is professional and brilliantly captures your qualifications for the position you're applying for. Thank you for your good work! I would like to offer a few suggestions that can refine your application package:

**Cover Letter:** The cover letter is very well-written. The lack of grammar issues and the choice of words make for an easy read. I have a few suggestions to help further refine the letter:

- **Introduction:** Excellent job in stating the position and providing an brief, yet comprehensive introduction. However, addressing the letter specifically to the person who will be handling the application is crucial to convey interest in the position and professionalism. The name of the person can be found on LinkedIn, or by calling the company to ask for the name.
- **Body:** Great use of bullet points to make the skills clear and concise to the reader. As the experience being described occurred in the past, maintaining past tense is important. For example, rewriting the second sentence in communication skills as "my verbal communication **was** practised daily..." will improve the grammatical tense consistency.
- **Conclusion:** The conclusion is excellent by referring the reader to the resume, restating the position being applied for, providing ample contact information, and thanking the reader. To write a stronger ending, the conclusion should include a sentence asking for an interview, which helps to convey a strong desire for the job position. An example sentence asking for an interview can be written as: "I would like the opportunity to meet with you to further share how I will be a great fit for the company".

**Resume:** Overall, the resume is very professional and attractive to the reader. I have a few suggestions to help improve the resume:

- **Formatting and Style:** Excellent use of colours and lines to make the resume stand out. Here are a few suggestions to improve the overall format of the resume:
  - Ensuring the lines cover the span of the page and is consistent throughout the document is important to the overall look of the resume.
  - A crucial element to improve the layout of the resume is ensuring that each section is intact, with the page break in between two sections. The page break at the middle of the Work Experience section can be avoided by rearranging the sections around in the resume.
  - Education and Courses should have its own section, separated from the objectives.

- If possible, using bullet points for the Awards Section can help the readers see the achievements in an organized manner.
- **Content:** Overall, the resume is a great representation of the skills and experience required for the application. Here are a few recommendations to refine the content:
  - Limiting to 4-5 bullet points for each work experience is important to avoid overloading the reader with information. Choosing only the tasks of previous work experiences that are specific to the job being applied for will help reduce the number of bullet points.
  - Objectives is a crucial element of a resume. Elaborating on the objectives can help to increase the success of application. The objectives should be specific, and tailored to the company being applied for. An effective objective sentence should also describe who the applicant is, how the applicant can benefit the company, and what values they can bring.
  - I recommend placing the skills section at the beginning (immediately after objectives) as transferrable skills are often important to demonstrate the capabilities required for the position being applied for.
  - The two bullet points describing the job experience at Nine West are very similar, as both describe experience with customer service and meeting sales results. The description can be improved by describing another aspect of the work at Nine West.
- **Grammar and Technical Issues:** Overall, the resume is written with very few grammatical issues, which makes for an easy read. I have a few minor edits to further refine the technical aspect of the resume:
  - Maintaining past tense when describing previous work experience is important to retain grammatical tense because the experience occurred in the past. For example, the previous work descriptions can be rewritten as “Planned, coordinated, and exhibited at the Canadian Health Food Association...”.
  - For the second job description of Nikkei Marketing Limited, adding the preposition “in” and rewriting the sentence as “Assisted **in** all advertising and media campaigns... three radio stations **in** Canada” will improve the grammatical structure of the sentence.
  - For the second job description of Fresh Street Market, the sentence would make more grammatical sense if it was rewritten as “... responsible for recipe creation, product sampling and developing a standard of procedures”. If a “from... to...” phrase was intended, the sentence can be written as “... from recipe creation and product sampling, to developing a standard of procedures”.
  - In the first job description of Nine West, the sentence can be rewritten as “... while meeting sales goals”, because “daily, weekly, and monthly goals” can be shortened to simply “sales goals”.

**Reference Request Letters:** The reference request letters are extremely well-written and courteous to the recipients. I have a few suggestions that may further strengthen the letters:

- **Introduction:** The introduction is excellent in being explicit with the purpose of the letter. One way to improve the introduction is to state the request for reference early

on (within the first two sentences). That way, the reader can immediately know what the letter is about. In addition, the word 'referee' may not be synonymous to 'reference'. Therefore, the last sentence can be written instead as "I would be grateful if you would consider being my reference to speak to my experience".

- **Body:** Excellent job in providing the reader with information about the position being applied for. In the letter to Jane, the phrase "As we worked closely together on similar experience" could make more sense if it is phrased as "As we worked closely together on the same projects at Nikkei" because experiences are gained, rather than worked on.
- **Closing:** Excellent job in offering the recipient support with writing the reference letter, and thanking them for their help. In all the request letters, the phrase "I appreciate all the help you have provided" can be eliminated from the closing paragraph as it has already been said in the introduction.

Your application package is well on its way to a successful job application. Refining the application package with the mentioned suggestions on content, grammar, and formatting will surely give you a strong competitive edge in attaining the job position. Your questions and feedbacks regarding the peer review are highly welcomed.