To: Robele Baker, ENGL301 Student
From: Ruth Lin, Peer Reviewer
Date: March 13, 2015
Subject: Review of Your Application Package

As requested, I have peer reviewed your Application Package for the Data Analyst Position at Hootsuite Media Inc. Your academic background and experience presented seem well rounded and supports your application. I enjoyed reading your well-organized resume and concise yet personalized letters requesting references. However, I have some suggestions to improve your application package.

Actual Job Posting:
You provided all the necessary information, but the proper MLA documentation was missing.

Application Letter:
Highlights
The introduction was very unique starting off with a quote from the movie Hitch. The quote was cleverly chosen because it immediately grasped the reader's attention and provided relevance to the job advertisement's requirements "Must love… Will Smith mid- 2000's slept-on masterpiece Hitch". I liked how personalized your application letter was as it clearly portrayed your interest in their company and your passion shined through. The content of letter emphasized your educational background and supported you as a strong candidate with your research projects under different professors.

Areas for improvement
I noticed how you only included your address and information on the cover letter. However, as complying with the design set out in *Technical Communications*, you should have the date, your address followed by the job address and title. In addition, the you-attitude could have been portrayed a bit more throughout your letter. For example, you state, "HootSuite has emerged as a leader in the Social Media Management market, and I need an innovative environment that will push me to reach my best". The need in sentence could be changed to aspire to thrive, so that it sounds less demanding and the focus remains on the reader. Next, I noticed very similar sentences in your third and fourth paragraph, where you state, "my research required a high proficiency in R and knowledge of Statistical techniques", and "This showed my applied statistical knowledge and R proficiency". As the cover letter should remain one page, it would be better to utilize every paragraph efficiently to emphasize different strengths. For example, some of the requirements for the data analyst position include SQL knowledge and ability to multitask, which your letter emphasizes. Therefore, I recommend adding content to support those features. Finally, I found your description of your research under Professor David Green very vague, your summarized what you did in one sentence. I recommend being more descriptive as to the task/challenge you faced and how you accomplished it. I also recommend ending your letter with your contact information instead of placing it in a box at the top of the letter.

Spelling and grammar
- "As a Statistics and Economics graduate, data, and its implications has been a passion of mine for a long time." There is an unnecessary comma after data.
- "Social media presents an insight into the lives of billions of users through its use of data"
  Since you're referring to plural subject "lives of billions of users", there should not be "an" before insight.

- "Passion and Motivated". Try and stay consistent if you're using those as adjectives. Therefore, the description should be changed to "Passionate and Motivated".

Resume:
Highlights
The resume is well organized and professional looking with bullet points, capitalized headers, and bolded titles to separate your education, work experience, and skills. The use of past tense was also consistent over your entire resume. It was great that you included your LinkedIn link in case a recruiter wanted to see your online profile and connect with you. In addition, the technical skills outlined seem to suit several of the requirements highlighted in the job posting.

Areas for improvement
The resume's margins seem to have been expanded to fit all of the information of one page, thus making it visually wordy and slightly crammed. In addition, the standard length for Canadian resumes is two pages compared to America's standard of one page. Since Hootesuite is a Vancouver based social media company, I recommend complying with the standard Canadian resume format. I also recommend expanding on your bullet points, as they seem to be quite vague. For instance, you mention being a board member in the Statistics Undergraduate Committee; this could be expanded into what you've accomplished and what your responsibilities were. In addition, I recommend adding another section called technical projects that describe your academic projects more in depth and what you've achieved in those projects. These sections provide credibility to mention in competency in R and SQL.

Recommendation Letters:
Highlights
The letters are comprehensive and provide the reader a quick update as to who Robele is and a personalized note that makes it clear the letter was written with care. Robele's enthusiasm shows through and he is extremely courteous in his language and tone, even stating "please do not feel obliged to say yes. I would completely understand". I like how every letter is different and always provides relevancy to the reader as to what they're connection is.

Areas for improvement
This requirement is 3 recommendation letters, but it seems that two of them are identical and addressed to Sepand. As both of them at UBC professors, I recommend seeking a reference from a work or volunteer experience to endorse your soft skills like communication, planning, or multitasking to make you seem more like a well rounded candidate. The recommendation letter seems to be written in the form of an email message instead of letter format. I would recommend quickly perusing Technical Communications to follow the standard format. Next, it seems like it would be beneficial to quickly outline the specific qualities you feel that the reference could endorse, making their job simpler. Lastly, there was a small grammatical error in Sepand's reference letter, whereby you end a sentence with a comma "I would also be able to provide my personal statement, resume, and any other material you would like,"; I don't recommend ending a sentence with a verb, instead you can state "I would also be able to provide my personal statement, resume, and any other material at your request,".

Overall, I found your application package very well organized and comprehensive. You clearly outline your qualifications in a straightforward manner and have substantial experience to back up your statements. With some changes in terms of proper formatting, grammar, expansion of bullet points, and being more detailed in your letters requesting reference, your application

package will be stronger and well rounded. If you have any questions regarding my comments on your Application Package for the Data Analyst Position at Hootsuite, please contact me by email at lin.ruth@hotmail.com.

Warm regards,
Ruth Lin