
Cover Memorandum

To: Professor Leslie Mateer
From: Taylor Sinclair
Subject: Analysis of Application Letters and Resumes
Date: May 31st, 2017

The purpose of this memorandum is to inform you of my reasoning behind creating and organizing each of my resumes and application letters to Baker Tilly Virchow Krause, LLP and Happy Valley Brewing Company (HVBC). This memo is divided up into three sections: Audience Analysis, Job Descriptions, and Rhetorical Analysis.

Audience Analysis

Baker Tilly Virchow Krause, LLP

COMPANY DESCRIPTION – Baker Tilly is one of the top fifteen accounting and advisory services firm in the nation according to *Accounting Today's* Top 100. The professionals at the firm specialize in connecting with their clients and their businesses through honesty and expert industry insight. The firm provides multiple services in many different industries that allow them to reach a variety of markets such as, consulting in mergers and acquisitions, and assurance in commercial companies, etc. Being one of the leading financial services firm in the nation, Baker Tilly is looking for employees who live by their values of integrity, passion, and stewardship.

HIRING PROCESS – When applying to this company, there will be multiple professionals at all different levels looking over my credentials. To start the hiring process, my resume and cover letter will first be shared with the campus recruiter, Danielle Fine. She will begin by making sure I am meeting expectations in my academics with a 3.2 GPA or higher and when I will be eligible for the CPA examination. The recruiter sees many applications each day so she will be looking for items on each document that stand out from the rest of the candidates. It is important to organize my documents so the criteria easily visible.

Happy Valley Brewing Company

COMPANY DESCRIPTION – HVBC is a very popular and successful restaurant in the State College area. The restaurant resides in a refurbished barn that produces a country-style feel to its customers in terms of atmosphere and cuisine. It provides nearly 50 different farm-fresh dishes ranging from specialty short rib raviolis to fried oyster BLTs. In addition to creating their own food menu, HVBC also brews a selection of their own seasonal beers. These items are offered to a capacity of 400 customers and served by about 15 servers daily; this makes the serving environment in HVBC fast and competitive. As an employee, there are many opportunities to earn a living but it truly takes a competent server to succeed at HVBC.

HIRING PROCESS – The restaurant manager, Dave Irish, will be hiring new employees and I'm told he operates similarly to the strict owner so he will be very selective. The manager is looking for efficient,

personable servers to deliver exceptional customer service to every table. Any kind of restaurant experience will provide you with a greater chance of being selected; though the type of serving at your previous job will also play a factor. Presenting myself with an approachable personality and eagerness to work hard will be important to show throughout my application letter and resume.

Job Description

Baker Tilly Virchow Krause, LLP

STAFF ACCOUNTANT, TYSONS CORNER – As a new-hire staff accountant, I will choose a service line of either audit or tax to begin working with partners, managers, and seniors on client projects within various industries. This will allow me to gain lots of different experience to help me make an informed decision on which industry and service I wish to specialize in. During my employment, I will have the opportunities for professional growth, community involvement, and personal development.

To qualify for this position, I will need to obtain a Bachelor's degree in Accounting or Finance with at least a 3.2 GPA and 150 credit hours to be eligible to sit for the CPA examination. It is essential to have relevant work experience as well as conventional soft skills, like leadership and collaboration skills. Since I will be constantly working with professionals and clients of all different levels, it is necessary for me to have involvement in a team environment. Most importantly, I will need to always work with the highest standards of transparency and integrity. Baker Tilly is looking for a well-rounded individual that will be able to uphold the culture and values it has set forth for its entire firm.

Happy Valley Brewing Company

SERVER, STATE COLLEGE – Serving at HVBC will require moderate availability, fast thinking, and great organizational skills. It is a quick, efficient environment that will demand attention to details and a happy mentality. Relevant work experience is recommended but not required. It is more important that new hires are eager to learn and willing to help out everyone. As one of 15 servers on the clock each day, being able to work as a team and multitask when times get busy is essential. Additionally, as a server you are not given access to cash registers, so you will need to be responsible in handling customer payments. Overall, HVBC believes customers are always right and it is the servers' job to make their experience the best it can be.

Rhetorical Analysis

Baker Tilly Virchow Krause, LLP

APPLICATION LETTER – I kept my approach very professional and informative. I wanted to give the recruiter a preview what of my resume entailed. I began my introduction by stating aspects of the company I have grown to like throughout my encounters with the professionals. This shows the recruiter that I have been networking with the company for some time now. I then tied the skills I learned from my experiences into the values and qualities they were looking for in a candidate; ones that may not be as apparent by just skimming over my resume. Lastly, I commented on my relevant

work in financial advising in Dublin, Ireland to help me stand out from the other candidates and to emphasize that I have some experience in the industry.

RESUME – I used a traditional format because I am an undergraduate with little field experience so it is important to highlight my education. With it at the top, the recruiter can immediately see my GPA and graduation year. Next, I listed my activities. I stated my involvement in an accounting organization to help show my interest in the career. I followed with my Global Ambassador activity to display that I was not solely focused on accounting. Then, I put my work experience starting with the most relevant at a financial services firm. I included my work at Champs to illustrate my work ethic and determination by working during college. Finally, I have my leadership experience to show that I am responsible and can take charge when needed.

Happy Valley Brewing Company

APPLICATION LETTER – This letter is also very professional. This company does not require to turn one in, but including it adds a nice touch. I began with my reasons for being interested in this particular restaurant and why I would be a good fit for the company. I touched on my experiences at another restaurant to show that I would be capable of doing the duties asked of me at HVBC. To conclude, I communicated certain skills I have obtained throughout my time at Champs and how that would benefit myself and the company.

RESUME – I used a functional format because my work experiences show my strengths and suitability better than my education and Ireland work. I rearranged my resume to start with a qualification summary to describe my skills and achievements more thoroughly than listing my work history. Next, I added my serving experience because it is the most relevant. This allows me to highlight my transferable skills by putting them front and center. Then, I have my experience in Ireland to show that I am capable of responsibilities beyond serving; although I moved this information to the bottom. I also moved my education to the end. It is important to show that I have other obligations so that there would be no surprises if there ever was a conflict.

Resources

<http://bakertilly.com/about/>

<https://jobs-bakertilly.icims.com/jobs/7759/fall-2017-staff-accountant-%28tax-and-or-audit%29---tysons%2c->

<va/job?mode=view&mobile=false&width=653&height=500&bga=true&needsRedirect=false&jan1offset=-300&jun1offset=-240>

<http://happyvalleybeer.com/>

Taylor Sinclair
703 West Lamb Street
Bellefonte, PA 16823
Tas5718@psu.edu

5/31/2017

Danielle Fine
Campus Recruiter
Baker Tilly Virchow Krause, LLP
8219 Leesburg Pike
Vienna, VA 22182

Dear Ms. Fine,

I am very interested in becoming a Staff Accountant at Baker Tilly. After attending multiple events and meeting some of the professionals from the Tysons Corner office, Baker Tilly continuously stands out to me because of the standards and values the firm holds each other too. I believe that my own values, leadership qualities, and transferable skills are compatible with what you are looking for in an employee at Baker Tilly.

I am currently a senior at Pennsylvania State University, majoring in Accounting with a minor in Information Systems Management. I also was recently accepted to the Masters of Accounting program here at Penn State. Throughout my academics, I have gained hands-on experience and technical knowledge of the foundation of accounting and data analytics. In addition to my classes, I am on the executive board of The Accounting Society organization as Service Chair. Through this experience I have learned valuable information about communicating with professionals and working as a team to organize member events. These experiences demonstrate my ability to collaborate well with others and prosper academically.

I believe my exposure to the financial industry also adds to my qualifications. Before my junior year, I completed an International Internship in Dublin, Ireland working for a financial advisory firm. During my summer internship, I regulated the company's client compliance, updated advisors on valuation changes of clients' assets, and helped implement a new task management software. My time abroad better developed my critical thinking skills and proved that I can effectively manage multiple projects at once. Overall, this opportunity taught me to be adaptable and flexible while living and working in a completely new culture.

My skills and experiences described above and in the attached resume illustrate that I am a strong candidate for the Baker Tilly Staff Accountant position. I am thankful for your time and consideration thus far. Please contact me at (814)-933-9596 or tas5718@psu.edu at your earliest convenience. I look forward to hearing from you.

Sincerely,

Taylor Sinclair

Current Address:
1400 Martin Street
State College, PA 16803

TAYLOR SINCLAIR
tas5718@psu.edu
814-933-9596

Permanent Address:
703 West Lamb Street
Bellefonte, PA 16823

EDUCATION

The Pennsylvania State University
Smeal College of Business
Masters of Accounting, Minor in Information Systems Management

University Park, PA
Expected Graduation: August 2019
GPA: 3.6/4.0

ACTIVITIES

The Penn State Accounting Society
Service Chair- Executive Board Member

University Park, PA
April 2016- Present

- Regular attendance at bi-weekly general body meetings
- Actively participate in weekly professional, social, and service organization events
- Liaise with one professional company per semester to organize informative and interactive events for members to attend

Smeal Global Ambassador
Abroad Representative

University Park, PA
Jan 2016- Present

- Attend campus events to inform students about opportunities to study/work abroad
- Produce insight and advice from my own experiences on how to prepare, network, and communicate while abroad
- Inform students on how to leverage skills and experiences gained abroad to land a professional opportunity at home

WORK EXPERIENCE

Rose Private
Financial Advising Internship

Dublin, Ireland
June 2016- July 2016

- Quickly adapted to social and professional cultures in a foreign country
- Joined a team of five financial advisers for two months to gain first-hand experience in the financial industry
- Updated Excel spreadsheets to keep advisers informed on incoming and outgoing client compliance
- Transferred personal and financial information for 400 clients from manual system to new task management software called WealthTrack
- Regulated company procedures to increase productivity and performance

Champs Sports Grill
Shift Leader

State College, PA
Feb 2013- Present

- Ability to up-sell and demonstrate genuine hospitality to 25+ customers at a time while interacting with other guests, team members and management
- Collaborated with management and team of servers to create a 20-page manual to enhance training procedures
- Follow company guidelines and instructions and adapt rapidly to management directional changes

LEADERSHIP EXPERIENCE

Champs Sports Grill
Shift Leader

State College, PA
Feb 2013- Present

- Lead a team of 5-16 servers per shift by providing consistent guidance to improve performance
- Educate and train new employees on service expectations, safety procedures and house policies for current and new restaurant
- Assist employees with development of efficiency skills, help to mediate and solve issues

Bellefonte YMCA
Team Member

Bellefonte, PA
2000- 2014

- Over the years, I became a veteran gymnast that the younger gymnasts looked up too
- Provided guidance to newer gymnasts on ways to improve and succeed at skills
- Assisted coaching and spotting skills while motivating during times of doubt, difficulty and achievement
- Set and achieved seasonal goals while demonstrating persistence, commitment and dedication to team members and skills

Taylor Sinclair
703 West Lamb Street
Bellefonte, PA 16823
Tas5718@psu.edu
5/31/2017

David Irish
Restaurant Manager
Happy Valley Brewing Company
137 Elmwood Street.
State College, PA 16801

Dear Mr. Irish,

I am very interested in joining your team of servers at Happy Valley Brewing Company. I have heard great things about your restaurant and feel that my energetic personality and serving skills are compatible with what you are looking for in an employee.

I am currently an employee at Champs Sports Grill in State College acting as a Shift Leader for the past four years. I have been given the opportunity to experience and enjoy several different positions during my time at Champs including being a hostess, kitchen expeditor, server, and server trainer. Each position has taught me to manage my time, pay close attention to detail, and adapt to the customer's demeanor.

Through my four years at the same restaurant, I have improved my skills in leadership, organization, and teamwork. Each shift I am responsible for ensuring my section of 25+ costumers consistently receives great service, delegating cleaning and stocking duties to about 15 servers, and closing the front of the restaurant. I have developed an efficient approach to handling high-pressured situations and completing many tasks at once. I believe that these experiences have prepared me for serving in a similar restaurant like Happy Valley.

It is very evident that Happy Valley Brewing Company provides an excellent customer experience and will allow me to continue to improve my serving and people skills. I am confident my qualifications described above and in the attached resume demonstrate that I am a strong candidate for this position. I truly appreciate your time and consideration. Please contact me at (814)-933-9596 or tas5718@psu.edu at your earliest convenience. I look forward to speaking with you.

Sincerely,

Taylor Sinclair

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QUALIFICATION SUMMARY

- Managed a 5-table section totaling 25+ seats in a fast-paced sports bar, requiring quick thinking, time management, and strong interpersonal skills
- Leveraged a variety of knowledge of craft beers, top shelf wines and liquors to up-sell \$100 in sales on average, by explaining to customers the flavors and best items to pair with
- Consistently requested by repeat customers with accompanying praising comments about my service
- Alleviated customer disputes throughout the restaurant with effective communication and listening skills

EXPERIENCE HIGHLIGHTS

Champs Sports Grill

State College, PA

Server

Feb 2013- Present

- Ability to up-sell and demonstrate genuine hospitality to 25+ customers at a time while interacting with other guests, team members and management
- Resolve customer concerns while maintaining a calm attitude even during high-volume times and challenging circumstances
- Collaborated with management and team of servers to create a 20-page manual to enhance training procedures
- Assist kitchen manager with expediting orders to decrease ticket times by 10 minutes
- Responsible for handling transactions and ensuring accuracy of money count for restaurant and patrons
- Follow company guidelines and instructions and adapt rapidly to management directional changes
- Organize and prioritize responsibilities to ensure timely service to customers

Shift Leader

Feb 2013- Present

- Lead a team of 5-16 servers per shift by providing consistent guidance to improve performance
- Educate and train new employees on service expectations, safety procedures and house policies for current and new restaurant
- Assist employees with development of efficiency skills, help to mediate and solve issues
- Manage closing duties and assign staff nightly duties to decrease on-clock time by 5%

EMPLOYMENT HISTORY

Garfield's Restaurant & Pub

State College, PA

Hostess

Aug 2012- Feb 2013

- Greeted guests and escorted them to designated table or communicated delays
- Presented menus to create a personal dining experience, answered questions, and extended information on menu items, beverages, and specials
- Accepted reservations and prioritized them to accommodate customers
- Prepared seating assignments prior to service and proposed plan to managers
- Walked through restaurant during service to ensure customer satisfaction and direct servers of specific service needs
- Addressed customer requests or complaints and communicated such to proper personnel

Rose Private

Dublin, Ireland

Financial Advising Internship

June 2016- July 2016

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