
MEMORANDUM

To: Professor Leslie Mateer
From: Melissa Buydash
Date: 10/6/2010
Subject: Analysis of Cover Letter and Résumé

The purpose of this memo is to describe the reasoning behind my preparation of an application packet for an internship position with General Electric (GE) Healthcare. It is divided into three sections—audience analysis, job description, and rhetorical analysis. The audience analysis section discusses background information about GE and the audience expected to be reviewing the application. It also addresses special attributes that GE is looking for in interns. The job description section describes the qualifications for the summer 2011 internship to which I am applying. Finally, the rhetorical analysis section presents the rationale behind the unique modifications made to the application materials in order to tailor them to GE Healthcare’s summer 2011 internship position.

Audience Analysis

According to GE’s company website, Thomas Edison created the Edison General Electric Company in 1890, which merged with the Thomson-Houston Electric Company in 1892 to form the company known today as General Electric. Since then, GE has remained a successful worldwide company by providing high-quality products and services. GE’s website reports earnings of \$11.2 billion in 2009, despite the slow economy, and a current employee count of 304,000.

GE is known globally not only for its products, but also for its innovative company culture. GE’s company slogan, “imagination at work,” expresses GE’s interest in employees with the ability and the passion to solve difficult problems creatively. GE is a high-performance environment, so the company is likely to be looking for employees that are technically and analytically apt. The worldwide renown of GE indicates that they will also want employees with excellent communication skills. Because the position is a summer internship, the application materials are likely to be evaluated by potential managers after an initial screening by the human resources department.

Job Description

Because of its large size, GE hires multiple engineering interns every summer in order to facilitate the completion of various company projects. I am applying for one of these positions within GE’s Healthcare division, which means I should mention my related minor in bioengineering. The ad explicitly states the company’s need for an intern committed to a career in manufacturing, so it would be suitable to mention my plans to pursue a master’s degree so that I can be more involved in the manufacturing stage of production.

I should also emphasize my education and practical experiences to show that I am technically competent in engineering analysis and application. It would be beneficial to describe my previous internship and current research experience, with particular emphasis on how I can use those experiences to benefit GE. Since the ad mentions a desire for the ability to articulate technical problems clearly, I should highlight my experience writing verification manuals that helped novice

computer program users understand engineering theory. The ad indicates a need for high self-confidence, which I will address implicitly through the tone of my cover letter. Finally, because the ad seeks a candidate who can function both in a team and independently, I should discuss my experiences performing well in both roles.

Rhetorical Analysis

GE emphasized several required and desired qualifications for the summer 2011 internship with GE Healthcare. I decided to focus on my strengths in areas that not all applicants will have: prior experience (both internship and research), a demonstrated commitment to manufacturing, design experience, and proven analytical and communication skills.

The Cover Letter

I opened my cover letter with an explicit description of the position advertised and where I was made aware of the position (GE's website and eCareer). I then mentioned my communication skills and design experiences to serve as a preview of the remaining cover letter content.

Next, I discussed my current educational status, including my bioengineering minor because it is relevant to this position with GE Healthcare. I also mentioned my desire to obtain an M.S. in order to demonstrate my commitment to a career in industry and manufacturing. Additionally, I discussed my current laboratory research to demonstrate my technical abilities and my ability to collaborate with others. I also detailed my independent work in designing and carrying out my laboratory experiments to show GE that I am comfortable performing in an independent role as well.

In chronological order, I mentioned my previous internship experiences. I talked about my internship exposure to manufacturing process optimization to show GE that I would be competent and effective in a manufacturing-oriented setting. Next, I included my experience explaining engineering processes clearly through writing technical reports. This experience would help me succeed at GE, where the ability to articulate technical problems clearly and simply is highly valued. Finally, I concluded the letter by enclosing my résumé and contact information. I also invited a response for an interview or further inquiries about my qualifications.

The Résumé

Internships with General Electric are extremely competitive, so I structured my experience, knowledge, and skills to fit the company's culture and the internship's qualifications. I opened my résumé with an objective that is specific in addressing my desire to work as a summer 2011 intern for GE Healthcare. I listed my education information first, as it is the most important qualification for this internship. I mentioned my designation as a Schreyer Honors College Scholar in order to demonstrate my technical abilities as a student, and I put my honors undergraduate thesis in bold to yet again draw attention to my research experience, which is an explicitly desired qualification in GE's job advertisement.

Following my educational overview, I detailed a class design project in which I collaborated in a large group and subsequently won merit-based awards. This was to show GE my experience successfully working in teams. I placed my work experience next on my résumé in reverse chronological order to

demonstrate my internship involvement in engineering and manufacturing. After my internship experiences, I mentioned my experience as a manager to show my leadership skills. I used strong verbs that highlight my responsibilities and accomplishments while working for the companies listed.

Next, in my computer and language skills section, I mentioned my knowledge of basic Spanish. Because GE is a global company, even basic knowledge of a foreign language could further the company's worldwide communication efforts. I also mentioned familiarity with other software programs that are common in most engineering internship positions. Finally, I emphasized my activities and awards to further accentuate my competency as a student, which illustrates my potential to become a technically competent employee for GE.

Since my qualifications match this internship opportunity well, my main goal when customizing both documents was to make sure that those qualifications were well-explained and emphasized. GE sees applications from hundreds of students, so I needed to ensure that my application would be as distinctive as possible.

127 McKee Hall
University Park, PA 16802

September 26, 2010

GE Healthcare
3000 North Grandview Boulevard
Waukesha, WI 53188

Dear Sir or Madam,

I am writing to apply for a summer 2011 internship with GE Healthcare as advertised on the GE website and The Pennsylvania State University's eCareer. Having looked at the requirements, I believe that my communication skills and design experiences make me an excellent candidate for the position.

At The Pennsylvania State University, I have studied mechanical engineering with a bioengineering minor. I plan to continue my education and receive an M.S. in mechanical engineering so that I can become more deeply involved in the manufacturing stage of production. I have design experience from research with the Engineering Design and Optimization Group at The Pennsylvania State University, which will culminate in an undergraduate thesis. This experience has given me the opportunity to collaborate with graduate students and doctors at the Hershey Medical Center. Additionally, I have worked independently to design and carry out testing procedures. This ability to work both independently and within a team will help me to adapt to GE's innovative and fast-paced company culture.

I also have previous internship experience with General Motors and ANSYS, Inc. At General Motors, I was able to hone my technical abilities through involvement with mechanics and other engineers. After observing the manufacturing process, I suggested improvements that were implemented and saved the company over \$1 million. I believe that this experience would be valuable in GE's manufacturing-oriented setting. With ANSYS, Inc., I gained experience using MAPDL and Workbench. The internship utilized my analytical abilities, as I verified all finite element analyses with hand calculations using engineering mechanics principles. I was also responsible for writing technical documents that clearly communicated my test results to novice users of ANSYS. These communication skills and technical experiences will give me the ability to succeed at GE.

The enclosed résumé presents a detailed summary of my qualifications. I would appreciate the opportunity to further discuss how my skills and experiences can benefit GE Healthcare in an interview. You can contact me any time at 555-555-5555 or mcb5555@psu.edu. Thank you for your consideration, and I look forward to hearing from you.

Sincerely,

Melissa Buydash

Enclosure

Campus Address:
127 McKee Hall
University Park, PA 16802
(555) 555-5555

MELISSA C. BUYDASH

mcb5555@psu.edu

OBJECTIVE

To obtain a summer 2011 internship with GE Healthcare in order to apply my skills in mechanical engineering.

EDUCATION

Bachelor of Science in Mechanical Engineering

Graduation: May 2011

Minor in Bioengineering
The Pennsylvania State University, University Park, PA
Schreyer Honors College
Cumulative GPA: 3.96/4.00

Honors Thesis

“Endoscopic Biopsy Needle Design” under Dr. Mary Frecker

Jamaica Design Project Sponsored by Shell Oil Company

- Worked in a team of 10 students
 - Designed sustainable power and housing systems for a developing Jamaican community
 - Collaborated with French students at the Université d'Artois
 - Awarded “Best in Class” and “Best Design Process for Fall 2007”
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EXPERIENCE

Mechanical Engineering Intern

May 2010-August 2010

ANSYS, Inc., Canonsburg, PA

- Verified accuracy of newly developed 2-D and 3-D hydrostatic fluid elements
- Completed software release projects using Mechanical APDL and Workbench
- Created technical documents for Mechanical APDL and Workbench

Mechanical Engineering Intern

June 2008-August 2008

General Motors, Warren, MI

- Performed validations on vehicles once a week
- Developed 4 strategies to save the company money and performed detailed cost analyses
- Presented adjustments capable of saving over \$1 million to management

Shift Supervisor/Manager on Duty

July 2006-July 2007

Caribou Coffee, Oakdale, PA

- Claimed responsibility for all operations in manager's absence
 - Tracked bank deposits, interviewed prospective employees, and placed supply orders
 - Trained new employees and provided feedback to manager
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COMPUTER/ LANGUAGE SKILLS

ANSYS
SolidWorks

Microsoft Office
MATLAB

Basic Spanish
MiniTab

ACTIVITIES & AWARDS

Wilcox Arthur Memorial Award in Mechanical Engineering
Harry G. Miller Mechanical Engineering Scholarship
Gaeckle Alumni Memorial Scholarship
ConocoPhillips Scholarship
Member, Pennsylvania State University American Society of Mechanical Engineers