

To: Professor McLaughlin  
From: Brian Harrell  
Subject: Job Application Packet – Cover Memo  
Date: February 13, 2014

The following document contains job applications for both Eaton Corporation and Thorogood Associates. Each application includes the initial job advertisement, a cover letter, and a resume.

### **JOB DESCRIPTION: THOROGOOD**

Thorogood is a relatively small, business consulting firm with locations in New York City and Philadelphia. The position that I am applying for is a Business Intelligence Consultant position. As a Business Intelligence Consultant, I would be working with a broad range of clients to improve their business analytics and information management systems. Thorogood recruits young engineers for their problem solving skills, but also stresses the value of personal touch and relationships with their clients. This is the quality that seems to distinguish Thorogood from its competitors as well as the quality that drew me to Thorogood.

### **AUDIENCE ANALYSIS: THOROGOOD**

After doing some research on Thorogood's website, I found that they are a relatively small firm (about 100 employees). They consider themselves a "Specialist firm rather than a huge consultancy," because they exclusively do business consulting as opposed to larger firms that do financial and legal consulting as well. Additionally, "personal touch" is mentioned many times throughout the company website leading me to believe that Thorogood likes being a small company and values attention to detail in their business solutions. This also leads me to believe that I will be dealing with at most, one or two recruiters throughout the recruitment and interview process. Finally, the website also stressed the idea of building on employees' strengths and improving on their weaknesses. This lends itself well to my passion for learning new skills.

### **RHETORICAL ANALYSIS: THOROGOOD**

I addressed my cover letter to a recruiter, because the job ad said that they were recruiting on campus. Next, my introductory paragraph simply states how I found out about the job and the position that I would like to be considered for. Moving into my first paragraph, I discussed my activity in Reformed University Fellowship (RUF) where I serve as the vice-president. I went into detail about an administrative restructuring that I helped to plan and lead this past fall. I believe that this particular example demonstrates both my leadership qualities and my administrative and organizational skills, both of which are vital for business intelligence.

In my next paragraph, I discussed a marketing plan competition that I took part in and won as a part of my Engineering Entrepreneurship course. The group that I led won based on our attention to Hershey's needs and goals which is something that translates

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very well to working with companies that need a solution which fits their culture and goals. This example of my work very clearly shows that I value personal touch and can deliver professional level work. I felt that having two school-related paragraphs was best for this company because both show my leadership qualities and attention to detail better than any of my work experience does.

Moving into my resume, I chose to include my education first to show them that I've had success academically as an engineer. In addition, they know that I am from Penn State, but I wanted them to see my particular major because of its difficulty and uniqueness. Next, I decided to include my computer skills because this job is largely based on business management tools like Microsoft Excel and Sharepoint. I then included my leadership experience because it fits this job better than my work experience does. I chose to put the names of my roles first before the organizations because they jump off the page (CIO, VP, Pitch-Man). My role as a CIO for my Software Engineering course is listed first because it very clearly relates to project management and information management.

In my work experience section, I included my engineering internship and lab assistant jobs first because in both I was working for recognizable organizations. The organization name is first to catch the reader's eye. Additionally, I added my job in customer service because it shows my attention to customers' needs and that I value personal touch. Finally, I included my honors and interests at the bottom of the page because they show that I am a well-rounded student and that I am near the top of my aerospace class.

For both resumes, I use a layout that incorporates color and graphics into what would otherwise be a fairly bland resume. I use blue, layered lines that match the name on my resume because they catch your eye. In addition, I use lines to separate each of my work and leadership experiences. I believe that this makes it easier to read. While some companies may print in black and white, I believe it is worth it to use color because even if the resume comes out black and white, it still catches the eye better than it would with only white space. Finally, I use my campus address only on both resumes because that is the address that I would like companies to use to get in touch with me.

### **JOB DESCRIPTION: EATON**

Eaton is a large power-management company in the engineering and technology field. The position that I am applying for is a Leadership Development Program in Engineering and Technology. The program is designed to be a leadership "pipeline" where participants develop skills in multiple disciplines. Eaton is seeking students with technical experience, leadership qualities and a broad range of technical interests.

### **AUDIENCE ANALYSIS: EATON**

In contrast with Thorogood, Eaton is a large, technical corporation (about 102,000 employees). Their mission statement stresses things like, safety, reliability and efficiency.

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In applying to Eaton, I am not sure who I will be speaking with or interviewing with. In addition, Eaton values technical skills and experience much more highly than Thorogood.

### **RHETORICAL ANALYSIS: EATON**

Examining my cover letter, you can see that I addressed it to, "To whom it may concern" because I do not know if a recruiter or HR manager will be reading my resume. In the opening paragraph, I discussed my previous interviews with Eaton, and mentioned the companies values.

In my first paragraph, I discussed my work experience with SKF Technologies. This is important because a lack of experience is the primary reason that I did not get the position that I interviewed for last year. I also felt that it was important to discuss that I spent time working with Applications Engineering for SKF. This is important because it shows that I have experience in multiple areas of the company and I have dealt with the customer side of the business.

In my next paragraph I discussed my Chief Information Officer (CIO) position in my Software Engineering course. This is important because it show that I can lead a 35-person group and that I can succeed in areas other than simply my major.

Looking at my resume, you can see that I included my education first along with my GPA. This is important because a large corporation like Eaton only wants students who have been successful academically. Additionally, I included extra courses that I've taken in technical disciplines to show that I can thrive in many disciplines.

I included my work experience section next because Eaton values previous experience much more than simply academic leadership experience. Additionally, some of the wording is changed in this resume to show that the work I've done has produced tangible results.

In my leadership experience section, I stressed my CIO position because it shows both leadership and an interest in other disciplines. I also included my vice-president and pitch-man roles because they show leadership and responsibility.

Finally, I included a diverse interest section to show my well roundedness. I also included my availability and that I am willing and eager to relocate. This is important because with Eaton, I would likely be working in different locations and on different projects.

About Us

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Contact Us

[\(http://www.thorogood.us/\)](http://www.thorogood.us/)

## Business Intelligence Consultant

### Where we are

Opportunities in the United States are in the New York City and Philadelphia areas, with office locations in Philadelphia and Plymouth Meeting in Pennsylvania, and Jersey City in New Jersey. These locations allow for both city and suburban living options for employees as well as excellent access to the New York and Philadelphia markets. We also service a diverse group of clients in a variety of locations across the United States.

### What we're looking for

At Thorogood we emphasize the importance of bringing together technical problem solving capabilities and interpersonal skills to build successful client-facing teams. To do this we look for the brightest new recruits at universities in the Northeast. We look for students in majors including, but not limited to, engineering, business, computer science, math, and sciences to inspire innovation and fresh thinking throughout the company! Most of our employees join straight from undergrad, but masters students are also welcome to apply.

### The Recruitment Process

We hold on-campus interviews. If we are on campus at your school, we encourage you to apply via your school's career services page. If we are not on campus at your school, we accept applications to [USRecruitment@thorogood.com](mailto:USRecruitment@thorogood.com) (<mailto:USRecruitment@thorogood.com>) - please supply a cover letter and resume with your application.

**Please note** : Thorogood has a legal obligation to ensure that every prospective employee is entitled to work in the country in which they are employed. If you are successful through to the assessment centre we shall require proof of your entitlement to permanently work within the country of application.

**Graduate recruitment for 2013 is now closed.**

# Brian S. Harrell

## Campus Address

501 South Pugh St.  
State College, PA 16801

Phone: 717-512-0234

E-mail: bsh5119@gmail.com

Dear Thorogood Recruiter,

I am writing in regards to your job posting on the Nittany Lion Career Network website. I would like to be considered for the position of Business Intelligence Consultant. I am confident that my combination of technical and business related coursework, along with my extra curricular activities, makes me a great fit for your team at Thorogood.

Over 4 years at Penn State University, I have earned a 3.64 GPA as an Engineering major while balancing a variety of extra curricular activities. Most notably, I serve as the vice president for Reformed University Fellowship (RUF), where I assisted in restructuring our administration. During my time as vice-president, we moved from a chaotic, 30+ person administration to a more efficient 12 person administration. This restructuring resulted in more dynamic club leadership as well as improved flow of information through the club's many committees.

In addition, my experience creating a marketing plan for Hershey has prepared me for a role as a Business Intelligence Consultant. Leading a 6-student team, I created a new marketing strategy to sell Hershey Kisses to 18 – 24 year olds as a part of my Entrepreneurial Leadership course. I then personally pitched our marketing strategy to several Hershey representatives. My team's strategy was chosen over 12 other student-led teams based on the quality of our presentation and our attention to Hershey's needs and goals. Experiences like this have taught me a great deal about the value of personal attention in a professional environment.

My interpersonal, organizational and leadership skills make me a great fit for the Business Intelligence Consultant position at Thorogood. In both my work experience and my experience at Penn State, I have come to value personal relationships and attention to detail among many other things. Please feel free to contact me with any questions or to discuss my resume. I look forward to hearing from you soon.

Sincerely,

Brian Harrell

# Brian S. Harrell

## Campus Address

501 South Pugh St.  
State College, PA 16801

Phone: 717-512-0234

E-mail: bsh5119@gmail.com

## **Education**

- The Pennsylvania State University, University Park, PA
- Expected B.S. in Aerospace Engineering, May 2014
- GPA 3.64
- Relevant Coursework: Information, People and Technology (IST 110)  
Entrepreneurial Leadership (ENGR 310)  
Intro to Software Engineering (AERSP 440)

## **Computer / Language Skills**

- Microsoft Office
- Cadmandu Total Project Management

## **Leadership Experience**

*Chief Information Officer: Software Engineering Group Project* *Spring 2014*

- Responsible for setting up and maintaining the team website, as well as uploading and organizing all team files
- Supervised and planned the flow of project information between 5 separate groups

*Vice President: Reformed University Fellowship (RUF)* *Fall 2013 - Present*

- Responsible for diagnosed and addressed issues within RUF, as well as ensuring that all aspects of our club operate according to our mission
- Reorganized the administrative structure in order to improve the decision making process and overall administrative efficiency

*Pitch Man/Team Member: Hershey Marketing Campaign* *Fall 2012*

- Created and pitched a marketing plan for Hershey co. to promote Hershey Kisses to 18 – 24 year olds
- Won based on our creativity and our attention to Hershey's needs and goals

## **Work Experience**

*SKF Technologies: Engineering Intern* *Summer 2013*

- Revised and organized machine tooling drawings using AutoCAD and Cadmandu Total Project Management
- Improved re-tooling efficiency by revising machine nomenclature for the Hanover factory

*Penn State, College of Engineering: Lab Assistant* *Fall 2011 – Present*

- Supervised students in an engineering design lab
- Assisted students with project planning, task delegation and time management

*Crystal Pools Inc: Store Associate (Customer Service)* *Spring 2010 – Summer 2012*

- Worked closely with a sales team to help customers solve pool problems and outfit them with the products that best suit their needs
- Built personal relationships with customers by providing them with individualized advice and attention

## **Honors**

- Tedric A. Harris Bearing Industry Internship / Scholarship Recipient
- Member of Sigma Gamma Tau Aerospace Honors Fraternity – Penn State Chapter

## **Interests**

- Athletics: Club Lacrosse / Basketball
- Health and Fitness: Personal Training (certification in progress)
- Music: Play the Cajon with RUF and at my local church
- Willing to relocate



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Click on the "more options" button under the keyword search filters to conduct a more detailed search of job postings.

## Eaton Leadership Development Program – Engineering & Technology

Eaton Corporation

Posted: Jan 14, 2014

<b>JOB FUNCTION</b>	Engineering	<b>JOB STATUS</b>	Active Posting
<b>POSITION TYPE</b>	Full Time	<b>SALARY LEVEL</b>	tbd
<b>EMPLOYER PROVIDES VISA SPONSORSHIP</b>	No	<b>DEGREE LEVEL</b>	Bachelor, Masters
<b>DESIRED GPA</b>	3		

JOB MATCH: 100%

**HOW TO APPLY**  
Please apply at [www.eaton.com/careers](http://www.eaton.com/careers) ; Also, make sure to visit the Eaton booth at the career fair on 3/27!!!

**IMPORTANT DATES**  
**Posted On:**  
January 14, 2014  
**Applications Accepted Until:**  
March 31, 2014

### RELATED RESOURCES

### HELP & SUPPORT

Send a Question or Comment

#### DESCRIPTION

About Eaton: At Eaton, our businesses make a difference to the world. As a part of the company, you can make a difference.



Employer Profile

Eaton is a diversified, power management company providing energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power. A global technology leader, Eaton acquired Cooper Industries plc in November 2012. The 2012 revenue of the combined companies was \$21.8 billion on a pro forma basis. Eaton has approximately 103,000 employees and sells products to customers in more than 175 countries. For more information, visit [www.eaton.com](http://www.eaton.com)

Description: You have a passion for innovation and disruptive technologies. And you want to help define the future of engineering design. That's why the Eaton Leadership Development Program – Engineering & Technology is the right place to launch your career. Designed to be a technical leadership talent pipeline, the program offers participants two assignments which focus on two different growth technologies. Come join a world-class organization where you can grow your career and impact the future.

Structure: As a program participant, you'll complete two one-year roles in different growth technology areas, business groups and geographic locations while gaining valuable hands-on experience in design and development engineering. Assignments are driven by real business objectives, focus on growth technologies and allow participants to have a high level of contact with Eaton's key innovation and technology leaders. You will formally present a project update to Eaton's engineering leadership at least once per year and receive multiple opportunities for networking and formal training that focus on both technical and leadership competencies.

After completion of the program, your interests and newly acquired skills could lead you to a variety of opportunities within design engineering, product engineering and program management, as well as engineering leadership roles.

#### Basic

Qualifications: Minimum of a bachelor's degree in engineering from an accredited college/university, with a GPA of 3.0 or higher.

Authorization to work in the U.S. on an ongoing basis, without visa sponsorship

Geographically flexible

#### Preferred

Qualifications: Bachelor's or master's degree, with a focus on aeronautical/aerospace, computer, electrical, mechanical, software or systems engineering or master's degree in engineering management.

Outstanding academic credentials

Desire and ambition to be a future technology leader

Relevant industry experience

Community and campus activity with leadership roles

Location: Various U.S. locations. Participants will relocate during the program.

To Apply: In addition to applying through the campus system, interested candidates must apply to [www.eaton.com/careers](http://www.eaton.com/careers) in order to be considered for this opportunity.

**DIVISION**

University Relations

**GEOGRAPHIC REGION**

Northeast PA, North Central PA, Central PA, South Central PA, Northwest PA, Southeast PA/Greater Philadelphia, Southwest PA/Greater Pittsburgh, Lehigh Valley area, Greater New York City, Greater Boston, Greater Washington, DC, Greater Chicago, Greater Los Angeles, Nationwide, Northeast US (CT, MA, ME, NH,

RI, VT), Mid-Atlantic US (DE, MD, NJ, NY, PA, VA, WV, DC), Southeast US (AL, FL, GA, MS, NC, SC, TN), South US (AR, LA, OK, TX), Mid-West US (IA, IL, IN, KS, KY, MI, OH), Upper Mid-West US (KS, MN, MO, ND, NE, SD, WI), Pacific Northwest US (ID, MT, OR, WA), West US (CA, CO, NV, UT, WY), Southwest US (AZ, NM)

**LOCATION**

City

State/Province

Nationwide

Country

United States

**DESIRED MAJOR(S)**

Aerospace Engineering, Electrical Engineering, Mechanical Engineering, Mechanical Engineering Technology, Electrical Engineering Technology

**SIMILAR JOBS**

<input type="checkbox"/> <b>New College Grad Positions</b> Freescale Full Time	<input type="checkbox"/> <b>PSErie Manager Trainee</b> Enterprise Rent-A-Car Full Time	<input type="checkbox"/> <b>Counselor</b> Pyramid Healthcare Full Time	
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To whom it may concern,

I am writing in regards to your job posting on the Nittany Lion Career Network website. I would like to be considered for your Leadership Development Program (LDP) in Engineering and Technology. I first found out about Eaton last year while interviewing for a Technical Sales LDP, and I am excited for the opportunity to work for a company that values safety, reliability and efficiency.

Since my last interview with Eaton, I have gained valuable experience working in industry. I spent the summer working as an Engineering Intern with SKF Technologies. While at SKF I got to see how a bearing goes from design, to production, to quality control, and ultimately to the customer. In addition, I spent some time working at the SKF North American Headquarters with Applications Engineering. While working with Applications Engineering I gained valuable experience in using communication and problem solving skills to provide customers with individualized solutions.

My academic experience has also prepared me well for an LDP position with Eaton. In my time at Penn State University, I have taken a broad range of interesting courses. My love for learning has driven me to take courses in Fitness, Entrepreneurship, Flight Testing, and Software Engineering among others. In my Software Engineering class, I am serving as the Chief Information Officer (CIO) for a 35-person team. As the CIO, I am responsible for setting up and maintaining the team webpage, and monitoring the flow and security of information throughout the course of our software project. Overall, my passion for learning new things and my leadership skills make me a solid candidate for an LDP position with Eaton.

My technical skills, leadership qualities and eagerness to learn about new disciplines make me a great fit for a job with Eaton. In both my work experience and my academics I have learned to deliver quality work in a reliable and efficient manner. Please feel free to contact me with any questions or to discuss my resume. I look forward to hearing from you soon.

Sincerely,

Brian Harrell

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- GPA 3.64
- Relevant Coursework: Intro to Electronic Measuring Systems (E E 212)  
Entrepreneurial Leadership (ENGR 310)  
Intro to Software Engineering (AERSP 440)

## **Work Experience**

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- Supervised students in an engineering design lab
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- Supervised and planned the flow of information on a project where my team constructed a robot that could find and tag another robot while being controlled from a separate location
- Responsible for setting up and maintaining the team website, as well as uploading and organizing all team files

*Vice President: Reformed University Fellowship (RUF)* *Fall 2013 - Present*

- Responsible for diagnosed and addressed issues within RUF, as well as ensuring that all aspects of our club operate according to our mission
- Reorganized the administrative structure in order to improve the decision making process and overall administrative efficiency

*Pitch Man/Team Member: Hershey Marketing Campaign* *Fall 2012*

- Created and pitched a marketing plan for Hershey co. to promote Hershey Kisses to 18 - 24 year olds
- Won based on the uniqueness of our idea and our attention to Hershey's needs and goals

## **Honors**

- Tedric A. Harris Bearing Industry Internship / Scholarship Recipient
- Member of Sigma Gamma Tau Aerospace Honors Fraternity - Penn State Chapter

## **Interests**

- Athletics: Club Lacrosse / Basketball
- Health and Fitness: Personal Training (certification in progress)
- Music: Play the Cajon with RUF and at my local church

## **Availability**

- Starting June 2014 - Willing and excited to relocate