

POORLY PREPARED COVER LETTER

Des Mohammed

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Correct business etiquette requires the full business address.

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TD Securities Recruitment
Re: Investment Banking Analyst

Des does not use this first paragraph to grab the employer's attention by making the connection between his very relevant TD experience and the employer's needs. His use of "I think" sounds tentative and does not convey a sense of confidence.

I am responding to your job listing at the Career Centre at University of Toronto. As a part-time TD Canada Trust employee with a Bachelor of Commerce degree in Finance and Economics, I think I can meet the requirements of your position.

I have recently completed my studies and expect to graduate with a 3.8 GPA. I have been very involved with Finance-related extra-curricular activities including, Vice-President of Finance on the student Commerce Society, and charter member of the first Investment Club on UTM's campus. My part time position as Assistant to a Financial Adviser at TD Canada Trust has enabled me to demonstrate my technical knowledge and communication skills.

As you will see in my attached resume and transcript, I have developed a solid background in the theories and principles of finance and economics, especially financial modeling. My experience with the Commerce Society on a variety of academic and sports teams has reinforced my strong delegation and team skills and positions me ahead of other candidates for this job.

I look forward to meeting you at your earliest convenience. Thank you for your consideration.

Sincerely,

Des Mohammed

In the body of his letter, Des addresses both the personal skills required for the position as well as his technical skills, but gives no proof of his capability with concrete university or work experience examples.

Des' reference to his GPA does not communicate to the employer why he is the best candidate. Des could have provided evidence of his academic accomplishments in order to better communicate how his high GPA illustrates his fit for the position.

This is a standard closing statement, but it does nothing to reinforce the points Des made earlier. Although Des has included contact information in the letter header, it might be effective to repeat it again. This acts as a marketing technique that prompts the reader to take action and call the applicant for an interview.

Des does not highlight his relevant TD and UCS experience to the employer. Without specific proof of his capabilities, Des comes across arrogant by declaring himself "ahead of other candidates." Des holds relevant experience, but he doesn't demonstrate that to the employer in this cover letter.