

FirstName LastName

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October 1, 20**

Staffing Manager
Ipsos
301 Merritt, 4th Floor
Norwalk, CT 06851

Dear Ipsos Staffing Manager,

As a skilled data analyst and strong communicator, it is with enthusiasm that I apply for the Market Research Analyst position at Ipsos. A discussion last week with [Staff Member], who notified me of this opening upon meeting at the Eastern Connecticut State University's Career Fair, revealed that Ipsos' company climate and values resonate with my personality and professional goals. Ipsos' emphasis on curiosity, learning, and collaboration; commitment to volunteering; and interests in global social impact through the Ipsos Foundation make it my ideal company to work for. My skills in written communication, analysis, and teamwork would make me an asset to the team and contribute to Ipsos' mission.

Working as a research assistant allowed me to gain experience in collecting, analyzing, and summarizing data for multiple ongoing studies. I was able to expand my familiarity with using advanced functions of Microsoft Excel in order to produce data reports to meet the specifications of the principal investigator, as well as to use Qualtrics to send surveys to study participants. The collaborative research team worked to gather sufficient data to demonstrate predictable trends and held weekly meetings in order to contribute these findings and discuss potential implications of the study. The results were successfully published in multiple journal articles. Additionally, I contributed to designing a PowerPoint with my findings and co-presented these results with graduate students at an annual Eastern Connecticut State University research symposium. Engaging in research projects at Ipsos would further strengthen my investigative skills and knowledge of research methodology.

My position as a Resident Assistant (RA) improved my teamwork and communication skills through collaboration with coworkers and supervisors in order to manage the residence hall and ensure the health and safety of residents. Due to my commitment to fostering a positive community, I developed a survey for residents to communicate their interests in various monthly activities, utilized results to plan programs indicated as being of most interest, and collaborated with all building RAs to execute these activities smoothly. When developing relationships with residents and working closely with the Hall Director, it was apparent that strong communication skills are necessary to navigate difficult situations while demonstrating respect and courtesy for those involved. These abilities would support me in understanding clients across industries as an analyst at Ipsos.

I look forward to demonstrating how I can utilize these skills to contribute to Ipsos as a Market Research Analyst and am excited to learn more about both the company and the role in a future conversation with you. Please feel free to contact me at the information listed above if you have any additional questions.

Sincerely,

FirstName LastName

Notes

If you cannot determine the name of the individual to whom you will be sending your application, utilizing "staffing manager" or "hiring manager" is acceptable in its place.

Line 2: you can cite a specific staff member with whom you have spoken about the position or by whom you have been referred to the company.

This sentence demonstrated that that the applicant has done their research about the company and feel it is a good fit for their personal values. These are highlighted on the company's website.

The final sentence of your opening paragraph should preview for the reader what they are going to find out about your professional qualifications in the body of the letter.

The job description states that qualifies candidates should be able to design questionnaires and analyze data from survey results. Showcasing these technical skills aligns with their posting.

Again, the job posting states that the role requires applicants to prepare reports and presentations. Showing experience in this area and referencing specific platforms makes a strong case for the student's candidacy.

This is an important skill to show, although not listed under the job requirement, because this company tells applicants that they are dedicated to working with clients and making customers happy.

The closing should succinctly restate your interest and express that you hope to meet with them in an interview.