

Job Application Letter Information Design (Or, One Way to Do It)

To create an effective job application letter, use good document design and use the reader-centered (audience-centered) approach to information design/organization: put the bottom line up front, show how you will help the organization achieve its goals, explain how your experience matches the job requirements, move from general to specific information to back up your claims.

224 McMurray Drive #8
West Lafayette, Indiana 45237
September 14, 2008

Mr. Robert Prudhomme
Director of Human Resources
Data Systems International
606 Trident Lane
Peachtree City, GA 30269

Dear Mr. Prudhomme:

Introduction

Your introduction should discuss the following:

- Where you saw or heard about the position
- A brief background on the organization and its goals
- How your experience matches the position
- How you will help the organization achieve its goals
- Your objective: an interview

While attending the computer science job fair at the Purdue University on September 7, 2008, I met with Ms. Janice Andrews from your networking and data transfer division. Ms. Andrews mentioned that Data Systems has an entry-level Application Programmer position open, and I would like to meet with you to discuss this opportunity further. For the past several years, I have followed the growth of Data Systems from a small, privately owned company to a multinational corporation. Based on your aggressive growth in international markets, I believe my skills in programming and systems analysis can help your company succeed in developing nations. Moreover, since you are planning to expand your operations in Southeast Asia, my fluency in both Vietnamese and French will help you in this potentially lucrative market.

Body Paragraph 1

This paragraph should discuss the following:

- More detail on company goals/mission
- More detail supporting your claim that you can help them achieve goals/mission
- Specific example based on information in résumé
- How this experience will help the organization

After speaking with Ms. Andrews, I had a chance to peruse your website. From your online information, it's clear to me that you are looking to compete in Southeast Asia in the networking and data transfer markets; many companies in that part of the world are migrating information from legacy systems. As a second-semester senior at the Purdue University, I will graduate in May with a B.S. degree in Computer Science with a focus in Networking and Data

Transfer Management. I believe that my background closely matches the goals of Data Systems International outlined on your website. In fact, in Computer Science 390: Data Management Systems, I led a group of students in helping to design a new online database for the West Lafayette YMCA. This database maintained a consistent looking interface, but used a much more powerful search engine on the backend. This experience, in which I fostered valuable project management and data system construction skills, will prove valuable to Data Systems due to the fact that many of your potential customers have similar needs, including seamless data transfer, transparent user interfaces, and high-level security.

Body Paragraph 2

This paragraph should discuss the following:

- More detail on position requirements
- More detail supporting your claim that your experience fulfills these requirements
- Specific example based on information in résumé
- How this experience will help the organization

Further, according to the job ad Ms. Andrews provided me, entry-level Application Programmers must have experience using VSAM. In addition, she mentioned—as does the Data Systems website—that the best applicants have some real-world experience beyond the classroom. I have both the requisite VSAM and real-world experience. During my internship with Kroger's Food Stores, I used VSAM to develop a unique solution for accessing data in the company's capital expenditure database. My efforts aided the company in monitoring and reporting capital expenses in a more timely and accurate manner. Additionally, my course work has included myriad projects in which I worked with outside companies on real-world programming projects. Through my experiences, I have gained intimate knowledge and skills in implementing all phases of the systems development process. On the whole, I feel strongly that my background, skill set, and experiences will help Data Systems International; you will have no need to invest time or money on training me on your VSAM applications and development procedures.

Closing Paragraph

This paragraph should do the following:

- Repeat your main objective: an interview
- Provide contact information
- Close the letter in a professional manner
- Provide signature block
- Provide enclosure information

Data Systems International is a growing company with the seemingly endless potential to advance its foothold in Southeast Asian markets. I am extremely interested in the opportunity to speak with you further regarding my experience and how it might help you increase your operations in countries such as Vietnam. Should you have any questions, please feel free to contact me at (765) 532-2345 or by e-mail at hmspartz@purdue.edu. Attached, please find my

current resume, which further details my relevant skills and experience. I look forward to hearing from you in the near future. Thank you for your time and consideration.

Sincerely,

Hudson M. Spartz

Enclosure (Résumé)