

Bill Smith

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(insert date)

Mr. Joel Johnston, Research Director
Research Insights Inc.
46 Hayden St.
Toronto, Ontario M4Y 1V8

Dear Mr. Johnston:

Please accept this letter in application for the entry-level research assistant position at Research Insights Inc. My research, analysis, and project management skills make me an excellent candidate for this position. I am experienced making recommendations based on insights retrieved, as well, I worked collaboratively to achieve organizational objectives in team-based and deadline driven environments thereby contributing to the success of clients.

After completing a Bachelor Degree in Marketing, Management and Economics at BigShot University, I enrolled in the Big Data Analytics program at XYZ College. In these programs and as a market researcher at HCR, I have gained experience in organizing and moderating focus groups for the County of Simcoe to develop meaningful **insights** into immigrant's experiences using Employment Ontario services and finding meaningful employment. As well, I completed a project using **quantitative** and **qualitative** approaches to gather **insights** on membership satisfaction and digital media strategies for the United Workers of Ontario, assisting in their efforts to expand their membership. Additionally, I completed quantitative and qualitative **data analysis**, maintained a database in Excel, and prepared the data for presentation to the Orientation team at Georgian College.

I developed **project management** skills by working with senior staff to prepare proposals and research designs for Georgian's research department while contributing to the development of a world-class website. Having been in client facing roles, I co-ordinated with clients and worked **collaboratively** with team-members, and stakeholders to produce results that met objectives **on time** and **on budget**.

In addition to the research, analysis, and project management skills, I have just discussed, I am committed to a high level of customer service and I believe I am an excellent candidate for the entry-level research assistant position. Thank you for your time and consideration in reviewing my application. I look forward to meeting with you in person to discuss my qualifications in more detail. Please contact me at your convenience at (705) 555-5555, or by email: Bill.Smith@hotmail.com.

Sincerely,

Bill Smith

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