

Project Three: Job or Internship Application

Genres: CV, Letter of Application

Primary Audience: Human Resources Department at a company or organization where you would love to work/intern

Due date: March 31, 2020

The purpose of this job/internship application package is to persuade a hiring manager to interview you for a job or internship at a company of your choice.

To customize both your CV and the accompanying letter of application for their intended audience, research the company you have chosen in order to ascertain its values, vision, priorities, needs, goals, and/or mission. A quick and fun way to analyze your audience for this project is to visit the company's website and copy and paste selected text into a data visualization tool (such as TagCrowd or Voyant Tools) to identify keywords or discover connections and/or disconnections between words and values. Make sure to save your textcloud in order to share in class. Be prepared to explain how you created your text cloud and what decisions were involved. You might also note any insights gained, patterns detected, keywords identified, and the most difficult question of all: what might be missing from this text cloud?

After conducting this research, create a CV that lists the qualifications you can contribute to the job/internship listed at the company you have chosen. Consider including not only education and work experience, but also project experience, extracurricular activities, and leadership positions. Your letter should explain the connections between your qualifications and the job/internship you are seeking.

In your PML, keep track of the many decisions (and drafts!) you make plus the feedback you receive.