

# Memo

**To:** [REDACTED]  
**From:** Brendan Montgomery  
**Date:** October 7, 2013  
**Re:** Major Writing Assignment #1

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## #4: What is almost said? What do you want to hear more about?

### Cover Letters:

- Your cover letters were in a great format and had the necessary information, they did a great job of giving readers an overview of your past experiences
- You addressed your rhetorical situation of applying for summer internships well by identifying interest in each company, your qualifications and your expertise, but it still left me wanting to know more about what you did beyond just the company/organization and position that you held
- One very minor change you could consider making is eliminating the final sentence that provides your phone number in these letters because you already included that information at the top. This would give you more room to include more important information about yourself
- After reading your cover letters I felt like you would be a qualified candidate, but changing some of your sentences from being generic to specific would truly help you stand out even more
- Here is what I want to know more of:
  - You could add a lot more detail explaining the specifics of your experiences by quantifying them (i.e. you mentioned that you have nine months of experience in retail through Abercrombie Kids, but did not mention anything specific about what you did, or what you learned during that time)
  - Consider your day-to-day activities while working – What were your primary responsibilities? Did you lead anyone? How could this experience benefit you this summer while working for one of these companies?
  - Your biography section of your website is a great example of showing your readers what you did in your various roles. Consider this while adding detail to your cover letters. Compared to your website, it feels like you are selling yourself short in these letters
  - To connect your experiences to potential internships this summer, perhaps one internship is focused on the learning and development of its participants – if so, you could tie this back into the learning and development that you've done as an economics major

### Resume:

- I liked the format you chose with your resume - it helps make it stand out, however, I would suggest trimming it down to only one page and getting rid of the three squares in the top right corner because they take the reader's attention away from your words
- I loved that you chose to put your name in cursive on your resume, I didn't find it hard to read, so I think it is a great way to stand out, especially since you're applying to internships in the fashion industry. It also tied back into the look of your website

- Like your cover letters, I felt that you could have added more information about what you did to make your resume feel less generic, especially because you have some really impressive experience
  - For example, you mentioned that you direct fifty-five fashion team members, but you could also include details such as how many pages the magazine is and how often it is released.
  - Consider how many hours you spend working on the magazine if it is difficult to quantify your other responsibilities
  - I also recommend mentioning that the magazine is student-run, which makes your experience even more impressive
- Consider moving the two items underneath your extracurricular activities section and putting them under your education section. This will make your resume one page and you'll still be able to include everything you wanted to
- A very minor thing but something to consider later on: make your you save your resume with your full name in the file, most companies expect this and expect it to be in a PDF file (I understand this is just a draft because I did the same thing, but this will be important later)

#### **Website:**

- I found your website to be very beneficial – it really helps build up your personal brand, especially because you continued to use your name in cursive
- I thought your biography section was great, it really highlighted all of your great experiences and I really recommend using this as an example of adding specific details to your other documents
- The best part of your website for me was the work section which gave me a chance to see exactly what you did – this is definitely something that I would want recruiters to see if you have the opportunity to show them, or give them the link to your site
- A minor change for me here would be trying to find a higher resolution image for your background – it is slightly blurry and took away from the overall look of the website for me. I loved the picture otherwise and I loved the color scheme you chose.

Overall, you did a great job with all of these documents, if you would like me to clarify anything, or if you need assistance with your revisions, please feel free to reach out to me!