

To: Dr. Grogan <clg5579@psu.edu>
From: Arturo Valldejuly <alv5129@psu.edu>
Date: October 12, 2015
Re: Cover Memo

The purpose of this memo is to explain my decisions and strategies in creating my application packet. In this memo, I will briefly touch on the decisions I made regarding resume and cover letter content, analysis of JP Morgan Co., and key words that I found in their job ad that I believe were important topics for expansion.

Decisions Made:

I tailored my resume and cover letter to meet the needs JP Morgan Co. is seeking in a candidate. I modified my resume to only provide the experience that was mentioned in the job ad. I removed the sales position I had at McInahan's Student Store and the social committee position I held in my fraternity in order to make space for more relevant experience I have acquired throughout my college career. In the cover letter, I stressed the top 3 reasons that I believe make me an ideal candidate. I decided to talk about my academic experience, my related work experience, and the financial tools I have learned by being a member of the Penn State Investment Association.

Audience Analyzed:

I did extensive research in which I analyzed the website, studied the the job ad, and found the most important key words and values that JP Morgan Co. stresses to the public through their advertising. By being one of the oldest and biggest financial institutions in the United States, JP Morgan Co. has become the leading global financial services firm in the world. With the credibility JP Morgan Co. has in its industry, I knew I had to provide the best qualities I have that relate to the job ad, in order to stand out against the other candidates.

Strategies Used in Resume:

With the experience acquired these past two years via internships, and the fact that I am graduating next May, I decided to structure my resume in chronological order. It is composed of 4 main parts: Education, Experience, Extracurricular Activities, and Skills. Each part goes into detail about my achievements and leadership roles throughout my college career. I used 2-4 bullets under each section to expand more on the role that I had, stressing the qualities and skills that the job ad included.

Strategies Used in Cover Letter:

My cover letter is composed of three main topics. I wrote about Smeal College of Business and my degree as a Finance Major. As mentioned in the job ad, I went into detail about the analytical, problem-solving, and communication skills that I developed in my past internship experiences. Finally, I went into detail about the technical skills I learned by being a member of the Penn State Investment Association. I based my content on the job ad, touching on all the skills that I thought should be explained further.

Keywords Incorporated:

The skills and keywords that I saw are most important to the company for the position are:

- Analytical, problem-solving, and communication skills
- Ability to work under pressure and in a team environment
- Leadership, interpersonal, and relationship management skills
- Basic understanding of financial statements, accounting procedures, internal and external reporting, and variance analysis
- Proficiency with MS Excel, Word, and PowerPoint

If you have any questions about the strategies I used to write these documents please reach me at (787) 994-9232 or at alv5129@psu.edu.

2016 FINANCE ANALYST DEVELOPMENT PROGRAM FULL-TIME ANALYST OPPORTUNITY

NEW YORK METRO | COLUMBUS, OH | NEWARK/WILMINGTON, DE

While the program is offered in the above locations, we are currently hiring in the following markets: Columbus, OH; Newark/Wilmington, DE.

Our Finance team is essential to every business across the firm. Our teams combine well-developed performance measurement processes with sophisticated analysis methods, accurate reporting and financial discipline to help make sure the firm is meeting goals and correctly reporting information. It's also an environment that offers a variety of career paths.

What you can expect:

At the beginning of the program, you'll enjoy training to further develop **analytical, problem-solving and communication skills**. You'll also be assigned a mentor and take part in networking events that will introduce you to different Finance managers and teams. There will be ongoing exposure to senior leadership, via dedicated speaker sessions with senior Finance managers who will share their professional experiences and discuss industry issues.

Through this two-year rotational program, you'll benefit from a range of assignments that offer you a hands-on learning experience and the chance to make real contributions to business decisions. Working closely with experienced senior managers, you'll analyze results and offer insights across performance, strategy, control issues and operating models. The rotations will place you in the finance function of either a business or a corporate group and the roles could focus on financial analysis, business management, program management, financial control or external reporting.

For those interested and qualified, we'll encourage and support you through CPA certifications and offer a licensure-qualifying placement.

Throughout, you'll be able to accelerate your learning by gaining in-depth industry knowledge and experience, supplemented with professional development activities.

Roles and Responsibilities:

Outlined below are samples of opportunities offered by our program, designed to increase your understanding of finance and help you develop into an active contributor to the firm.

- **Business Management:** Responsible for helping to drive key initiatives that optimize business performance. This team acts as a trusted advisor to Business/Group Heads and is responsible for identifying, escalating and mitigating business risks.
- **External Reporting:** Responsible for preparing external reporting requirements to various agencies such as the U.S. Securities and Exchange Commission, Federal Reserve and the Office of the Comptroller of the Currency; collecting internal disclosures, consolidating data, performing data quality checks; implementing new reporting requirements as well as streamlining and improving financial reporting processes.

- **Financial Analysis:** Responsible for internal and external data gathering, analysis, reporting, financial budgeting and forecasting. Individuals work directly with information creating meaningful analysis, reports, presentations and strategy documents in support of a client, business or function, senior management or external requirements.
- **Financial Control:** Responsible for reconciliation and substantiation of accounts, weekly and monthly profit, loss and position reconciliations, validating and reporting financial data while adhering to internal control standards; ensuring overall integrity and validity of financial statements and controls over the transaction cycle; working to enhance the efficiency and control of the financial reporting process.
- **Program Management:** Responsible for single or multiple programs or projects. Programs are large scale and can be for single line of business (LOB)/function or cross LOB/function. The Program Management Office is designed to drive a more efficient, integrated operating model and technology infrastructure framework for Global Finance.

What you need to bring:

You'll need a real passion for finance and first-rate **analytical skills**, along with the ability to work under pressure and in a **team** environment. Other qualifications include:

- A well-rounded academic background is essential with a preferred GPA of 3.2 or higher.
- Pursuing a B.A., B.S. or 5th year M.A. or M.S with an expected graduation date by December 2015 or June 2016.
- Demonstrable **leadership, interpersonal and relationship management skills**.
- Proactive, responsive **team** player who can thrive in a dynamic and changing environment.
- **Basic understanding of financial statements, accounting procedures, internal and external reporting, and variance analysis.**
- **Proficiency with MS Excel, Word and PowerPoint.**
- Relevant internship experience and demonstrated **leadership** in a school or community organization.
- Candidates must be authorized to work permanently in the US.

But beyond that, what we're most interested in are the things that make you, you: the personal qualities, outside interests and **achievements beyond academia** that demonstrate the kind of person you are and the difference you could bring to the team.

A little more about JPMorgan Co.:

Through collaboration, intellectual curiosity and creativity, you can accomplish extraordinary things at JPMorgan Co. Our people do outstanding work by partnering with clients and each other to generate positive change in our local and global communities every single day. With offices in more than 100 countries, we are committed to your growth and development. We offer opportunities across all of our businesses that can take you in any direction you want to go and leaders who will support you in getting there.

4 Takeaways from the job ad (Class exercise):

I. Skills Mentioned:

- Analytical, problem solving, and communication skills
- Ability to work as a team
- Leadership, interpersonal, and relationship management skills
- Basic understanding of financial statements, accounting procedures, internal and external reporting, variance analysis
- Proficiency with MS Word, Excel, and PowerPoint
- Achievements beyond academia

II. Phrases and Wording From the Company Website:

- “One of the oldest financial institutions in the US”. (>200 years old)
- Market:
 - Leading global financial services firm (2.4 million in Assets Under Management in over 60 countries)
 - Work with individual clients, small businesses, and corporate and government clients.
- Principles: Exceptional client service, operational excellence, integrity, and great team winning culture.

III. Entry Level Salary:

- Around \$85,000

IV. Global Challenges and Opportunities

- Meeting funding requirements in a persistently low interest rate environment
- Addressing increased and uncertain regulatory demands
- Continue the drive for more efficiency and strength in plan governance

240 E Foster Ave
State College, PA 16801
October 4, 2015

HR Department
JP Morgan Co.
Wilmington, DE 19801

Dear Mr. Shaeffer:

I am writing to apply for the 2016 Finance Analyst Development Program that was advertised at the 2015 Penn State Career Fair. By offering four years of academic excellence in finance, exceptional analytical skills developed through relevant internships, and basic understanding of various financial tools acquired through the Penn State Investment Association, I believe I would be a great addition to your team.

Over the past four years, I have been completing my bachelor's degree in finance in the Smeal College of Business, which has been ranked by *The Wall Street Journal* as one of the Top 10 best colleges to study finance. My program requires a minimum 3.5 GPA to enter it, which shows that I am a hardworking, devoted student.

Beyond academia, I interned at Banco Popular de Puerto Rico, a financial services firm, where I achieved the following objectives:

- Analyzed the division's fully charged off unsecured commercial loans portfolio of \$103,057,857 using MS Excel for potential sell-off to future investors
- Communicated with cross-division employees on a regular basis to acquire strategies to optimize the division's collections process
- Collaborated with a team of two interns to present our final recommendations to the firm's top management using MS PowerPoint

In addition to the skills developed through my bachelor's degree and internship experience, I have also learned to apply many financial tools through being a member of the Penn State Investment Association. By being a member of this organization, I have analyzed financial statements, implemented accounting procedures, learned the basics of internal and external reporting, and simulated variance analyses.

I am confident that my qualifications match the position's job description. I welcome the opportunity to discuss your position and my qualifications with you in greater detail. Thank you for your consideration.

Sincerely,

Arturo Valdejuly
(787) 994-9232
alv5129@psu.edu

Arturo L Valldejuly

240 E Foster Ave | State College, PA 16801 | (787)994-9232 | alv5129@psu.edu

EDUCATION

Smeal College of Business, The Pennsylvania State University, University Park, PA

- Expected Graduation: May 2016
- Bachelor of Science in Finance
- Minor in International Business
- Cumulative GPA: 3.44/4.00
- Dean's List, Spring 2013, Fall 2013
- Semester Abroad in Barcelona, Spain, Spring 2015

EXPERIENCE

Special Loans Division Intern, Banco Popular de Puerto Rico, San Juan, PR, Summer 2015

- Collaborated closely with the division manager and a team of two interns on a project to optimize the collections process of unsecured commercial loans
- Automated the referral process to external collections agencies through a Servicing Agreement with the Consumer Loans Division of the bank
- Analyzed the division's fully charged off unsecured commercial loans portfolio of \$103,057,857 using MS Excel for potential sell-off to future investors
- Presented our final recommendations to the firm's top management using MS PowerPoint

Wealth Management Division Intern, Banco Popular de Puerto Rico, San Juan, PR, Summer 2014

- Examined a business growth project to identify areas of opportunity to maximize customer profitability at the institution, asset acquisition, and cross selling that result from the financial plan
- Evaluated financial planning strategies in order to optimize client cost-effectiveness
- Interviewed top performers in Wealth Management, Insurance, Brokerage, and Financial Planning divisions to acquire client strategies and services

EXTRACURRICULAR ACTIVITIES

Consumer Staples Sector Analyst, Penn State Investment Association (PSIA), University Park, PA, Fall 2014

- Performed a Stock Pitch for a competition with the Nittany Lion Fund, analyzing Lorillard Co. and its competitors, simulating a stock valuation in order to present in front of a panel of judges
- Attended weekly meetings to discuss basics of financial statements, accounting procedures, internal and external reporting, and variance analysis

Phi Kappa Psi Fraternity, The Pennsylvania State University. State College, PA, Spring 2013-Present

Executive Board Member (Sergeant At Arms), Fall 2014

- Maintained internal discipline among the brotherhood and applied risk management principles
- Led my fraternity by executing important decisions concerning disciplinary issues that arose

Intramural Sports Chair, Spring 2014

- Coordinated transfer of funds from the fraternity to the Intramural Sports Office
- Managed several different sports teams with 10-20 members on each team

THON Annual Fundraiser for Pediatric Cancer, Spring 2014

- Raised \$149,821 for IFC Penn State PanHellenic Dance Marathon (THON) with Phi Kappa Psi
- Built and maintained relationships with our THON partners SNAP (Student Nurses Association of Pennsylvania)

SKILLS

Computer: Microsoft Office (Excel, PowerPoint, Word, Outlook)
Languages: Spanish (Fluent)
English (Fluent)

To: Michelle Gonzalez <Michelle.Gonzalez@popular.com>
From: Arturo Valldejuly <alv5129@psu.edu>
Date: October 12, 2015
Re: Letter of Recommendation Request

Dear Ms. Gonzalez:

I am currently applying for a position as a full time analyst at JP Morgan Co., and I hope to obtain a letter of recommendation from you. As my former program mentor and a Division Manager, I thought you would be the ideal person to ask for a recommendation letter since we worked so well together those two months. In this email, I include some information about the position at JP Morgan Co. and the skills I developed while working under your supervision.

The position I am applying for is the 2016 Finance Analyst Development Program that JP Morgan Co. is offering to recent graduates. The recruiting team is seeking candidates with a passion for finance, who have demonstrated analytical, problem solving, and communication skills through a related internship. The position also requires being able to work under pressure and in a team environment.

During my ten-week internship with Banco Popular last month, you advised me and saw how I developed my skills and knowledge of the firm throughout the program. I believe that by working with you and the team of interns, I have developed my leadership, interpersonal, and relationship management skills. Through my analysis of the division's portfolio, my initiative in taking major roles during the project, and the constant communication I had with you and the other employees in the office, I believe I established the experience necessary to hold this position with JP Morgan.

If you choose to write on my behalf, you can email the letter directly to dan.schaefer@jpmorgan.com, who is the person who interviewed me for the position. The deadline is February 1, 2016.

Attached to this email are the following:

- my resume, which lists my educational and employment credentials

- the complete job posting

- a sample from my internship with Banco Popular

I am happy to supply any other materials you may need.

If you have any questions, you can reach me at (787) 994-9232 or alv5129@psu.edu. I look forward to hearing from you.

Sincerely,

Arturo Valldejuly
The Pennsylvania State University
B.S. Finance | Class of 2016

To: Dan Shaeffer <dsheaffer@JPMorgan.com>
From: Arturo Valldejuly <alv5129@psu.edu>
Date: October 12, 2015
Re: Interview Follow-Up

Dear Mr. Shaeffer:

Thank you for giving me the opportunity to interview for the 2016 Finance Analyst Development Program at JP Morgan Co.

As a result of the interview, I gained more knowledge regarding the position after discussing how the program is actually implemented, the positive results that you had with working with previous interns, and the many opportunities that JP Morgan Co. provides as a whole upon completion of the program.

I appreciate your consideration and want to express my continued interest in being part of the program. I hope the hiring process is going well.

Thank you for your time.

Sincerely,

Arturo Valldejuly
Pennsylvania State University
B.S. Finance | Class of 2016