
MEMORANDUM

To: Leslie Mateer
From: Crystal D. Strickhouser
Subject: Analysis of Cover Letters and Résumés
Date: March 29, 2004

The purpose of this memo is to provide an understanding to you about my decisions when writing my resumes and cover letters to Hewlett-Packard Company and Blizzard Entertainment. This memo is separated into audience analysis, job description and rhetorical analysis sections. Within audience analysis, I will discuss the companies' general and background information. The job description section will include the employment opportunities, as well as the requirements for each. Finally, the rhetorical analysis will describe the differences in the resumes and cover letters and why these differences exist.

AUDIENCE ANALYSIS

Hewlett-Packard Company

The Hewlett-Packard Company, headquartered in California, is a globally successful provider of consumer and enterprise high-tech products. Presently, HP is 11th on the Fortune 500 listing and 121st in FT Global 500, and employs 142,000 people. HP is still best-known for their printer line, but they sell computer systems, servers, networking equipment and various other technological products. Their new operation setup includes four business groups: imaging and printing systems, personal systems, enterprise systems and services. The slogan at HP is "Invent.", which is their mission at all times; invent new, better products at competitive prices. This is important because all of Hewlett-Packard's employees must be up-to-date with new technologies.

Blizzard Entertainment

Blizzard Entertainment is a privately traded company that was founded in 1991 and is based out of California. Blizzard is responsible for such computer games as the Diablo series and WarCraft series. They provide their customers with the largest free online gaming community in the world. Blizzard's employees' duties range from game design and testing to website development to network maintenance. Some of their departments include quality assurance, technical support, art and design, and network/website maintenance. These and other departments house over 150 gaming enthusiasts, also known as employees.

JOB DESCRIPTION

Hewlett-Packard Company

The job opportunity that is available within Hewlett-Packard Company is the systems administrator position. This job has many requirements, such as a Bachelor's degree in an information technology field, interpersonal and problem solving skills, and knowledge of

different networks and systems. This would be a full-time, 40 hour per week job, in which I would have to be on-call for weekends and evenings in case the network goes down. The general purpose of this job is to assure that everything runs smoothly within the HP network. Some key points of knowledge required are: network setups, operating systems, security measures, and privacy software. The ideal candidate will have a desire to constantly learn, adapt to new situations, and troubleshoot problems, while at the same time being technology-driven.

Blizzard Entertainment

Blizzard Entertainment is looking for someone to fill their webmaster position. The assets that are stressed by Blizzard include previous experience in web design, a “can do” attitude, and knowledge of their games. They consider playing their games one of the most important aspects of an employees experiences. This job will also be full-time, as well as requiring the candidate to be on-call in the event that something happens to the website. As webmaster, I would communicate with the different departments regarding website content and be responsible for updating that content. I would also be required to update and manipulate the databases.

RHETORICAL ANALYSIS

Resumes

I decided to utilize a more elegant resume layout for each of the two because it helps to direct the viewer’s eyesight in a logical fashion. Both objectives are written in the same manner, but with different subject matter that is appropriate to the specific job.

With respect to the Hewlett-Packard Company resume, I felt that my education was most important when applying for their systems administrator position. I customized it slightly so that my Information Sciences and Technology degree was listed before the Integrative Arts one, since this job is more technical and less artistic. The next section lists my various computer skills, which I felt were appropriately placed due to the nature of the job. Contained in the computer skills section is everything that is relevant to HP, such as my knowledge of various platforms, prior networking and database experience, and troubleshooting techniques. I organized it into different bullets in order for it to be easier for HP to read. Following this are my experiences described in reverse chronological order. I tailored each bullet so that it relates directly to the systems administrator job. In the experience at Staples, I listed that I moved heavy inventory for customers. I included this because, as a systems administrator, I would likely need to be able to move heavy monitors, printers and computers.

In the resume for Blizzard Entertainment, I still felt that my education was most important. However, I changed the order of my two degrees because of the artistic nature of the webmaster position. Again, I described my computer skills next, but in a much smaller section. I only included those skills that directly relate to a webmaster’s job, such as graphic/video editors, website editors and various associated programming languages. I also divided the skills into two sections to make it easier for Blizzard to see which abilities I can do on my own and which may require some training. Beneath this, I included my experiences in reverse chronological order.

For each experience, I customized the bullets toward the goals and desires of Blizzard. I also chose to include my employment with “The American Bulldog Chronicle,” because it utilized design and layout skills that were not appropriate for Hewlett-Packard Company.

Cover Letters

Both cover letters are written in similar formats, but with modified information. For each, I wrote an introductory paragraph that stated my purpose for writing and where I found the job opportunity, included a piece of prestigious information about the company and closed with the specific skills that I feel would benefit their company. Each resume then had a section dedicated to explicitly stating my knowledge and showing why, through that experience, I would be an asset to their company. Each letter contains different information that was personalized to the particular company.

My cover letter to Hewlett-Packard Company discussed a different skill set than its Blizzard counterpart. This included raising awareness of more technological skills, which should be of importance for a job such as systems administrator. I began with an overview of my previous network and computer experience, as I felt that this would be helpful in selling me to HIP. I also thought it relevant to include the security measures I used when setting up some of the networks. This is because I wanted to emphasize my ability to foresee potential problems and take steps to stop them. Finally, I included a reference to my coursework as a student at Penn State because a job such as this will require constant learning on my part.

The cover letter for Blizzard Entertainment mentioned in the very first paragraph that I have played their games before, which is a requirement of all Blizzard employees. I then described my duties at JeanElaine Creations, including the fact that I created their entire website and database on my own. At Blizzard, I would be responsible for maintaining the website, so being able to make informed decisions is essential. I also stressed my interaction with databases because a company like Blizzard would have extremely large, constantly updated databases. Next, the main purpose of this job is web developing, which is very artistic by nature. Therefore, to make myself stand out from other candidates with regards to experience, I described my history in web design. This experience should give me an edge because I have been self-motivated into designing websites for eight years.

Both jobs include vastly different employment opportunities. One is highly technical, while the other is very artistically driven. Each company is very different in size and what it values as important, so I tailored my experience, knowledge, and skills toward the individual companies.

Your feedback on anything I have written would be greatly appreciated. Thank you for your time.

626 West College Avenue
Apartment #2
State College, PA 16801
March 29, 2004

Blizzard Human Resources
P.O. Box 18979
Irvine, CA 92623

Dear Mr. Sterling:

This letter and enclosed resume express my interest in a career with Blizzard Entertainment. The Blizzard website gave me the information about the job as a website designer. Since you are the creator of some of the most popular games and have the largest online gaming network, I feel my unique knowledge of your games and Battle.net, combined with website administration and graphic design experience would be best illustrated through your company.

While working for JeanElaine Creations, I designed and maintained the company website and database. During my time there, I utilized my web developing skills to create the companies' professional, user-friendly web presence, while connecting it to a functional, adaptable database. This knowledge will enable me to create professional looking graphics and layout that will integrate seamlessly with the current Blizzard website. My experience with database back-ends will allow me to create well thought-out databases for the website which will be easy to modify and update.

Because this is an opportunity to utilize my graphic design skills, I feel that my strong background in website creation makes me a qualified candidate. I have been designing websites with custom graphics for eight years using both HTML hand-coding techniques, as well as programs ranging from Microsoft FrontPage to Adobe GoLive. While in high school, I redesigned our existing school website.

My enclosed resume describes my skills further, as well as displays my education and experience. I would appreciate the opportunity to discuss in an interview how my graphic design and web development skills make me an excellent match for Blizzard Entertainment. You may contact me at either (814) 238-2524, or cds193@psu.edu. Thank you for your time, and I look forward to hearing from you.

Sincerely,

Crystal D. Strickhouser

Enclosure

Crystal D. Strickhouser

School Address

626 West College Avenue
Apartment #2
State College, PA 16801
(814) 238-2524

cds193@psu.edu

Permanent Address

12 Valley Run Circle
Hanover, PA 17331
(717) 632-0110

OBJECTIVE

To obtain the webmaster position at Blizzard Entertainment where I may apply my skills in web developing and graphic design.

EDUCATION

2000-Present **The Pennsylvania State University** **University Park, PA**

- Bachelor of Art in Integrative Arts
- Bachelor of Science in Information Sciences and Technology
- Expected Graduation Date: May 2005
- GPA: 3.58/4.00

COMPUTER SKILLS

- Proficient in: HTML, Adobe Photoshop 7.0, Adobe GoLive 5.0, Adobe Premiere 6.5, Adobe After Effects, Macromedia Flash, Macromedia Fireworks, Jasc Paint Shop Pro, GIMP
- Knowledge of: XML, Databases, SQL, ASP

EXPERIENCE

Summers 2002 & 2003 **Sweetwater Pool and Spa, Inc.** **Owings Mills, MD**

Office Assistant

- Reorganized and streamlined company's 2000-customer database
- Helped design professional flyers
- Drafted professional documents for company correspondence to Pentair and BioLab

Summer 2002 **JeanElaine Creations** **Hanover, PA**

Web Designer/Webmaster

- Researched web-hosting services to best suite clients' needs
- Designed original web site graphics and layout using Adobe PhotoShop 6.0 and GoLive 5.0
- Setup ASP database with E-Commerce capabilities and fully integrated into web site
- Utilized client input and web developing skills to create a functional, appropriate web site

Summer 2001 **Staples** **Hanover, PA**

Sales Associate

- Worked in quality control for Copy Center department
- Represented Staples in customer service

1999-2002 **"The American Bulldog Chronicle"** **Hanover, PA**

Assistant Editor

- Designed layout for 50 page quarterly magazine
- Created professional one page article for each magazine

626 West College Avenue
Apartment #2
State College, PA 16801
March 29, 2004

Hewlett-Packard Company
3000 Hanover St.
Palo Alto, CA 94304

Dear Mr. Archuleta:

This letter, along with my enclosed resume articulates my desire for a career with Hewlett-Packard Company. The HP website supplied me with the information about the available Systems Administrator opportunity. You are ranked 11th in the Fortune 500, and offer a varied assortment of products and services to your customers, so I believe that my prior experience with networking, as well as hardware and software troubleshooting, makes me not only an ideal candidate, but also an asset to your company.

As an employee at Sweetwater Pool and Spa, Inc., I performed a variety of tasks including administering and troubleshooting the company network. This involved maintaining a cross-platform Macintosh network with three printers. Moreover, I have also setup wireless and cross-platform Windows networks, complete with security software, such as BlackIce PC Protection. These experiences have provided a working knowledge of network administration. In addition to this experience, I have studied networks and successful administration techniques while attending The Pennsylvania State University. I strongly feel that my overall understanding of computer and networking maintenance make me a skilled candidate for this career.

My skills and experience are further described in the enclosed resume, as well as my education. I would be grateful for the opportunity for an interview to discuss how my computer, networking, and troubleshooting skills assure that I will be a benefit to Hewlett-Packard Company. You may contact me at either (814) 238-2524, or cds193@psu.edu. Thank you for your time, and I look forward to hearing from you.

Sincerely,

Crystal D. Strickhouser

Enclosure

Crystal D. Strickhouser

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Apartment #2
State College, PA 16801
(814) 238-2524

cds193@psu.edu

Permanent Address

12 Valley Run Circle
Hanover, PA 17331
(717) 632-0110

OBJECTIVE

To obtain the Systems Administrator position at Hewlett-Packard Company where I may apply my skills in network and system troubleshooting.

EDUCATION

- | | | |
|--|--|----------------------------|
| 2000-Present | The Pennsylvania State University | University Park, PA |
| <ul style="list-style-type: none">■ Bachelor of Science in Information Sciences and Technology■ Bachelor of Art in Integrative Arts■ Expected Graduation Date: May 2005■ GPA: 3.58/4.00 | | |

COMPUTER SKILLS

- Operating Systems: Windows XP, 2000, ME, 98, 95, MAC OS X, MAC OS 9, UNIX
- Software/Databases: Server Side, .NET, ASP, Microsoft Office XP, Corel WordPerfect Office 10, BlackIce, McAfee, Netscape Navigator, Internet Explorer, XML, Databases, SQL, MySQL, Microsoft Access, Microsoft SQL Server 2000, WinPoet
- Infrastructure: Firewall, TCP/IP, AppleTalk, Ethernet, Routers, Bridges, HUBs, Dial-up Connections, Wireless Network, FTP, HTTP, SMTP/POP3
- Built and maintained four computers over the course of five years
- Setup and maintained two cross-platform networks for three years
- Setup and maintained a wireless network.
- Troubleshot faulty motherboards, floppy drives, CD-ROMs, hard drives, RAM, video cards, sound cards, monitors, USB ports

EXPERIENCE

- | | | |
|---|--------------------------------------|-------------------------|
| Summers 2002 & 2003 | Sweetwater Pool and Spa, Inc. | Owings Mills, MD |
| <i>Office Assistant</i> | | |
| <ul style="list-style-type: none">■ Worked on a seven-computer network with OS 9 and OS X■ Troubleshot three network printers■ Maintained printers | | |
| Summer 2002 | JeanElaine Creations | Hanover, PA |
| <i>Web Designer/Webmaster</i> | | |
| <ul style="list-style-type: none">■ Built functional and appropriate web site and performed maintenance■ Setup ASP database with E-Commerce capabilities and fully integrated into web site | | |
| Summer 2001 | Staples | Hanover, PA |
| <i>Sales Associate</i> | | |
| <ul style="list-style-type: none">■ Worked in computer department and setup over 50 systems to best suit customers' needs■ Maintained three high performance copiers in Copy Center■ Assisted in moving heavy inventory for customers | | |