

**Good example of a really
BAD Cover Letter.**

Hello Madam or Sir,

My name is Badtu Dabon. Since you are reading this, I want to thank you for the opportunity to introduce myself and see how well I fit the Marketing and Sales Leadership Training Internship.

I used to be an Equity Analyst with experience on both the Buy and Sell sides working with equity, fixed income and option products. Some of my responsibilities were:

- ❖ Cash Flow, Income Statement and Balance Sheet analysis
- ❖ Construction of Valuation and Profit/ Loss models and impact analysis
- ❖ Programming of asset allocation models containing equity, fixed income and options
- ❖ Trade capture, verification and fail review in order to minimize Firm exposure

Now I am a first year MBA student at Boston University concentrating on Finance with a focus in Capital Markets. This program at Boston University, which contains a specialized curriculum in Capital Markets, is allowing me to leverage not only my undergraduate education where I had a dual concentration in Finance and Accounting but also my prior work experiences. I currently hold Series 7, 63 and 65 securities licenses and I am studying for the CFA level 1 exam.

Most recently I worked for Morgan Stanley where I was the primary liaison on a new Bond trading software program linking the inventories of over 70 Brokers and Dealers. The project allowed me to work directly with internal and external Traders, Portfolio Managers and technology teams. Prior to that I was in Goldman Sachs' Analyst Program where I worked on their Institutional Equities trading desk in a middle office role. Working with both Trading and Sales I ensured proper post-trade positions, prices and confirmations.

I thrive in a fast paced, results driven environment; I bring a passion for Marketing and Sales along with a hands on attention to detail. I am looking to apply my analytical and quantitative skills, along with my commitment to constant improvement to a Sales and Trading internship where I can immediately contribute and personally continue to grow professionally.

I appreciate the time you will take to review my résumé, and hope you find, as I do, that I have excellent skills and background.

All the best

Badtu Dabon

- **No heading**
- **Outdated salutation**
- **I, I, I, I, I, I...I**
- **Bullet points in a traditional cover letter**
- **Little to no added value over the (attached) résumé**
- **Typos**
- **Unprofessional ending**