

Alex Brown

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October 2026

[Hiring Manager's Name]

[Title, Sales Leadership Team]

[Company Name]

[City, Province]

Dear [Hiring Manager's Name],

1. About the Company

Do your research. Align your Professional Identity.

I am writing to express my interest in the **[Project Coordinator / Junior Project Manager]** role at **[Company Name]**. As a BBA candidate specializing in Project Management at Yorkville University and a PMP candidate, I have been drawn to management consulting and technology service organizations that value structured delivery, cross-functional collaboration, and continuous process improvement. What attracts me to **[Company Name]** is its emphasis on developing a team environment where collaboration, adaptability, and stakeholder focus are core to how work gets done. **[Reference a specific initiative, methodology, or organizational value that resonates with you].**

2. Who I am and why I care

Impact, Values, Growth

What drew me to project management was the opportunity to combine organization, communication, and leadership in a way that directly impacts how teams perform. I enjoy being in environments where I can help bring structure to moving parts and keep people aligned around a common objective. That conviction has shaped how I approach every team project, assignment and role I've taken on – from managing administrative operations at Manulife Financial, to supporting client-facing service workflows at TD Bank while completing my degree. **[Show alignment between your academic and personal growth and the company's culture or team]**

I am currently pursuing my PMP certification through PMI, and my coursework in Agile methodologies, risk management, and stakeholder communication has given me both the theoretical foundation and the practical vocabulary to contribute meaningfully from day one. Through my education and experience, I am becoming the kind of project professional who brings clarity, coordination, and consistency to complex team environments. **[Demonstrate who you are becoming — your trajectory, not just your history]**

3. Alignment

How I fit their mission Call to Action

I am particularly drawn to **[Company Name]** because of **[one reason their culture, project approach, or growth trajectory aligns with where you are headed as a project management professional]**. I believe my combination of administrative and customer service experience, academic training in project management frameworks, and emerging PMP certification positions me to contribute to your team's delivery goals while continuing to grow as a practitioner.

I would welcome the opportunity to further discuss how my background, experiences, and interests align with your team and projects. Thank you for your time and consideration.

Sincerely,



Alex Brown

Header

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Profile

Your Why

An emerging business professional and Bachelor of Business Administration candidate, **committed to** data-informed decision making, collaborative problem-solving, and building teams where accountability and trust go hand in hand. **Grounded in** three years of customer-facing work that developed my ability to read a room, manage competing priorities, and deliver under pressure, **to help** organizations build cultures where people and performance grow together.

Core Competencies

ATS (key words from the job posting)

- Project Planning & Scheduling
- Agile & Waterfall Methodologies
- Risk Identification & Mitigation
- Stakeholder Communication & Reporting
- Scope, Budget & Timeline Management
- MS Project, Jira & Asana
- Process Improvement & Documentation
- Cross-functional Team Coordination
- Meeting Facilitation & Action Tracking
- PMP Certification (In Progress)

Education & Professional Development

Bachelor of Business Administration | *Yorkville University, Toronto, ON* | June 2026

- **Dean's List:** Winter 2024, Spring 2026 — GPA 3.6 / 4.0
- **Capstone Project:** Led a 5-person team in developing a comprehensive project management plan for a simulated infrastructure project, including scope, risk, stakeholder, and resource planning, resulting in top marks from industry evaluators.
- **Relevant Coursework:** Project Planning & Control, Agile Project Management, Risk Management, Organizational Behaviour, Business Communication, Operations Management

Professional Certifications: PMP Certification, In Progress (PMI, expected August 2026) • Google Project Management Certificate (2024) • Agile Fundamentals, Scrum Alliance (2024)

Professional Experience

Client Service Representative | *TD Bank* | *Toronto, ON* | 2023 – Present

- Manages a high volume of daily client interactions with a consistent focus on accuracy, responsiveness, and follow-through; maintaining a client satisfaction rating in the **top 20% of the branch** by treating every service touchpoint as a delivery commitment
- Applies **structured service protocols** and **compliance frameworks** across every client interaction, building a practical understanding of **process adherence**, documentation standards, and risk awareness that directly informs his developing PM practice
- Identified a recurring gap in client onboarding documentation and proposed a streamlined checklist adopted by the branch team, **reducing incomplete submission rates by an estimated 30%**
- Maintains **20+ hours per week** in a professional, client-facing role alongside a full-time BBA course load, intentionally building the **stakeholder communication**, time management, and accountability skills that define his approach to project work

Administrative Assistant | *Richter LLP* | *Toronto, ON* | 2022 – 2023

- Managed daily **front-desk operations** including answering phones, directing inquiries, and greeting visitors, building a foundation in professional communication and client-facing presence
- Maintained **digital and physical filing systems** for internal records and client documents, developing habits of accuracy and organization that carry directly into project-based work
- Coordinated **meeting logistics** including room bookings, agenda preparation, and basic minute-taking, gaining early exposure to how structured teams organize communication and follow-through
- Supported **data entry and internal tracking** across spreadsheets and administrative databases, building attention to detail and comfort with information management tools

Impact Statements

Not a list of Duties!

Use the CAR Method: Context Action Result

Build Your LinkedIn Brand

Your LinkedIn profile is more than an online résumé. It's your **personal brand** and a **powerful networking tool**.

Build your LinkedIn brand with this step-by-step checklist.

Before you begin, customize your **LinkedIn URL** to create a professional, easy-to-share profile link: click the "Me" icon on the desktop homepage, select "View Profile", and click "Edit public profile & URL" in the top right corner.

Create a Custom Banner

Use a banner that reflects your field, interests, or career goals.

Add a Professional Photo

Use a clear, friendly photo with a simple background.

Create a Strong Headline

Go beyond your degree and highlight your expertise, specialization, and career focus.

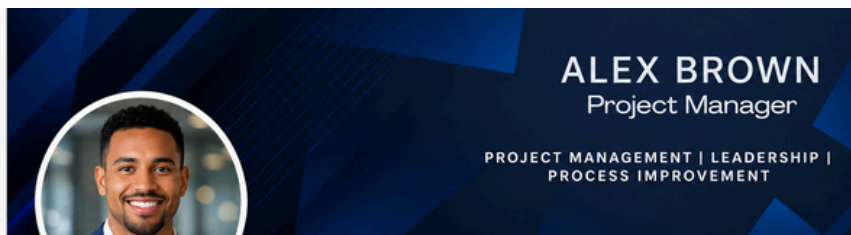
Complete your About Section

A strong opening hook that captures attention.

A statement of your professional identity and the unique value you bring. Your career goals and the impact you want to create.

Add Work Experience

Include bullet points that highlight your accomplishments, key responsibilities, and impact. Add 5–8 relevant skills for each experience.



Alex Brown

BBA Graduate | Project Management | Delivering Results Through Planning and Collaboration

Toronto, Ontario, Canada • [Contact info](#)

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About

🌟 I believe great projects are built through clear communication, thoughtful planning, and strong collaboration.

As a recent BBA graduate from Yorkville University, I have developed a solid foundation in project management through academic training, professional certifications, and hands-on experience in customer service and administrative operations.

From leading a capstone project that earned top marks from industry evaluators to improving onboarding processes at TD Bank, I enjoy bringing structure to complex tasks and helping teams achieve results. My areas of interest include project planning, stakeholder engagement, process improvement, and continuous learning.

🌱 I am passionate about building a career in project management where I can contribute to high-performing teams, drive meaningful improvements, and support projects that create value for both organizations and the people they serve. As a Google Project Management Certificate holder and PMP candidate, I am excited to continue growing as a project professional while making a positive impact through collaboration, accountability, and effective execution.

Experience



Client Service Representative

TD Bank • Toronto, ON • 2023 – Present

- Manages a high volume of daily client interactions with a consistent focus on accuracy, responsiveness, and follow-through; maintaining a client satisfaction rating in the top 20% of the branch by treating every service touchpoint as a delivery commitment
- Applies structured service protocols and compliance frameworks across every client interaction, building a practical understanding of process adherence, documentation standards, and risk awareness that directly informs his developing PM practice
- Identified a recurring gap in client onboarding documentation and proposed a streamlined checklist adopted by the branch team, reducing incomplete submission rates by an estimated 30%
- Maintains 20+ hours per week in a professional, client-facing role alongside a full-time BBA course load, intentionally building the stakeholder communication, time management, and accountability skills that define his approach to project work

🔗 Customer Service, Client Relations, Process Improvement, Compliance, Documentation, Communication, Time Management, Problem Solving



Administrative Assistant

Richter LLP • Toronto, ON • 2022 – 2023

- Managed daily front-desk operations including answering phones, directing inquiries, and greeting visitors, building a foundation in professional communication and client-facing presence
- Maintained digital and physical filing systems for internal records and client documents, developing habits of accuracy and organization that carry directly into project-based work

Build Your LinkedIn Brand

Highlight Your Education

Include relevant courses, projects, achievements, and extracurricular activities.

Add Licenses & Certifications

Highlight certifications that validate your skills and expertise.

Include Volunteer Experience

Demonstrate leadership, initiative, and community involvement.

Request Recommendations

Ask professors, managers, mentors, colleagues, or clients to write recommendations that highlight your strengths, skills, and impact.

Education



Bachelor of Business Administration

Yorkville University · Toronto, ON · June 2026



Dean's List: Winter 2024, Spring 2026 — GPA 3.6 / 4.0



Capstone Project: Led a 5-person team to develop a full project management plan for a simulated infrastructure initiative, including work breakdown structure, risk register, stakeholder map, and resource allocation schedule; delivered to a panel of industry evaluators and received top marks in the cohort



Relevant Coursework: Project Planning & Control, Agile Project Management, Risk Management, Organizational Behaviour, Business Communication, Operations Management

Licenses & certifications



PMP Certification, In Progress

Project Management Institute (PMI)

Expected Aug 2026

Project Management, Leadership, Risk Management and +7 skills



Google Project Management Certificate

Google

Issued Aug 2024

Project Management, Planning, Agile Practices and +5 skills



Agile Fundamentals

Scrum Alliance

Issued Oct 2024

Agile Methodologies, Scrum Framework, Team Collaboration and +4 skills

Volunteering



Project Support Volunteer

North York Community House

Jan 2024 - Present · 1 yr 5 mos

Community Services

Support program coordinators with planning and executing community events and initiatives by helping with scheduling, communication, and task tracking to ensure smooth delivery and positive participant experiences.

Project Coordination, Communication, Event Planning, Stakeholder Support and +4 skills

Recommendations

[Recommend Alex](#)

Received (1)

Given



Michael Thompson

Branch Manager, TD Bank

May 5, 2025, Michael was Alex's manager

Alex is an outstanding professional who consistently brings a strong sense of ownership, reliability, and a solutions-focused mindset to his work. During his time at TD Bank, he managed a high volume of client interactions with exceptional accuracy and care, always going above and beyond to ensure client satisfaction. Alex identified and solved a key process gap in our onboarding workflow, creating a streamlined checklist that significantly improved efficiency for both clients and the team. He communicates clearly, collaborates effectively, and demonstrates maturity and accountability beyond his experience. I highly recommend Alex to any organization looking for a driven, detail-oriented, and growth-minded team member.



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CAREER EDUCATION



YORKVILLE
UNIVERSITY

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