SOFIA MARTINEZ

Associate role

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To Ms. Vivian Hunt

McKinsey & Company

Dear Ms. Hunt,

I am excited to apply for the Associate role at McKinsey & Company. I recently earned a PhD in Behavioral Economics from Columbia University, where I studied decision-making under uncertainty and developed a strong analytical foundation. I am eager to translate these insights into data-driven strategies that create value for global clients.

My research focused on consumer bias in high-stakes financial decisions, and involved large-scale experiments, econometric modeling, and policy simulations. During a summer externship with the World Bank, I contributed to a behavioral intervention framework that increased loan repayment rates in rural Indonesia by 12%. Collaborating with economists, policy makers, and data scientists taught me to adapt quickly and synthesize complex findings into actionable insights.

I'm drawn to McKinsey's reputation for solving tough business problems with intellectual rigor and practical impact. Your work with Fortune 500 firms on digital transformation and human-centered design resonates with my academic background and professional aspirations. I am particularly interested in your implementation-focused initiatives like McKinsey Digital and Leap.

Thank you for considering my application. My resume and recommendations are attached, and I would be thrilled to further discuss how my academic and field experience could support your consulting practice.

Warm regards,

Sofia Martinez