Kristin Lund / inkable

Writing sample: FIDELITY INVESTMENTS
Fidelity Investments asked us to write a pair of recruiting brochures, one for undergraduates and one for experienced hires and people with graduate degrees. Here is the top level copy for the undergrad brochure—its backbone—plus one section of nuts-and-bolts copy.

[cover]

Did you drive your parents crazy?

We like that about you.

[spread 1 / IFC and page 1]

Do you pursue life with passion?

Don't stop now. Here, you'll have the freedom to do the job your way—and the resources you need to do it. You'll decide what to learn and where to travel to find the best ideas, talk with top management, and work with legendary investors.

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[spread 3 / pages 4-5]

Is your curiosity endless?

Welcome to the club. You want to know how things work, and you won't stop until you find the answers. Which means you'll discover investment opportunities that can benefit our shareholders. And the choices we offer—unlimited styles, disciplines, and sectors—give you countless ways to pursue your interests.

[spread 5 / pages 8-9]

Are you an original?

Lead the way. Your creative approach will add value to our investment process, and the experienced professionals on your team will help expand your thinking. Originality is where it all starts—and collaboration is what moves it forward.

[spread 7 / pages 12-13]

Do you trust your intuition?

Follow it here. In the world of money and markets, we believe there is no better place to work than Fidelity. You will have the choices, resources, and responsibility to make significant investment decisions—decisions that could shape Fidelity's future as well as your own.

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[spread 6 / pages 10-11 / example of the brochure's denser copy]

HIGH YIELD DIVISION

The High Yield Division at Fidelity is dedicated to leading the market in levered-company investing. We manage more than $60 billion across the full range of asset classes, including high yield bonds, bank loans, convertibles, preferred stocks, and common stocks. With clients ranging from the largest corporate and public pension plans to the average retail investor, we work with a variety of vehicles, including mutual funds, institutional separate accounts, and collateralized loan obligations (CLOs). Our team of seven portfolio managers, 22 analysts, five research associates, and four traders has become one of the deepest and most experienced teams in our field. Growth in our assets under management continues to outpace the overall rate of growth in the high yield asset class.

High yield management
Our asset base is diverse—and the same is true of our portfolio management styles. Conservative and aggressive styles both thrive in this environment, even within our pure High Yield bond products. Each of our portfolio managers was once a high yield analyst at Fidelity, and each is responsible for all aspects of portfolio construction, based on input from our researchers and traders. Our portfolio managers ensure that each portfolio's objectives—from the more conservative bank loans to the riskier common stocks and everything in between—are continuously being met.

High yield research
The common denominator across our varied products is our outstanding research capabilities. We seek analysts with high intelligence, superb communication skills, and a strong aptitude for investing. Each researcher conducts fundamental and strategic analysis of select companies, investigates complex structures and special situations, gains an understanding of portfolio objectives and styles, and develops investment recommendations. To support this work, Fidelity offers virtually unlimited research resources and strong incentives to motivate portfolio impact.

The research associates in the High Yield Division collaborate with and support Fidelity portfolio managers and senior analysts while pursuing their own personal investing style. Fidelity's considerable reputation and size often help open doors, but each associate will

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learn the value of developing personal relationships with managers and companies. We believe that an analyst is the sum total of his or her experiences: the more you see, the more you know. Associates who become skilled at conducting research in a way that maximizes portfolio impact will experience rapid growth at Fidelity and in their careers ahead, whether at business school or as senior analysts and portfolio managers.

Our research analysts—beginning on their very first day—have a direct impact on the construction and performance of Fidelity portfolios. Our goal is to constantly identify new opportunities and strategies that will continue to benefit Fidelity clients.

High yield trading
Each trader has specific responsibilities for buying and selling investment instruments on behalf of our portfolio managers. Working in teams, traders collaborate with sector analysts and managers to develop investing strategies and provide advice on the investing process. We offer an intensive orientation and education process to help assistant traders develop greater expertise. After gaining experience by managing a team's workflow and information flow, they begin trading.

Find your own path

In the High Yield Division, you will learn while exercising creativity, discover strengths while building experience, and maintain autonomy while working within a team. We offer a unique business experience—where you will master the complete capital structure, have an impact on portfolios based on widely disparate assets and objectives, and connect with top company management and industry leaders. This immersion will provide you with a valuable skill set and excellent future opportunities.

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