

## **Statement Of Purpose for MBA**

Born in a humble, liberal, and educated family, I was home to virtues such as 'diligence', 'pursuit of knowledge' and 'empathetic outlook towards the world'. Even today, as I stand in a leadership position steering businesses towards success, my decisions are impacted by these values every step of the way.

To be honest, studying Business wasn't a life-long dream that I harbored. Having been molded in a strongly competitive and meritocratic environment in school, I had developed an inclination towards academics. On account of this, I was drawn to the stream of Science, harboring the belief that it was the right vocation for a course of a successful life. My naïve self was oblivious to the simple notion that success is an outcome of unceasingly doing what you love, and doing it well. As a result, my undergrad journey in Biomedical Engineering was not without bouts of self-doubt and frustration. However, while I struggled to cope in the initial semesters, I trudged on, applied a little more year after year. In hindsight, I am glad I got to grapple with dejection so early on in my life. It has made me infinitely resilient today.

Interestingly, it was also during these years that I discovered my love for the written word. While the majority of my batch-mates took to becoming coders and engineering technicians, I suffered from the oddest of the ambitions: a yen to explore. Consequently, in my first job out of college, I undertook Editorial training in Academic Sciences. This helped me hone my writing skills as well as get better at what is perhaps the most sought-after quality: that of articulation. It was later in 2014, working as a Digital Content Manager in Eridanus, a multinational agency, that I was tasked with leading and mentoring a team of 8 professionals. It was here that I got a chance to understand the functioning of the Digital business. This also helped me learn the fundamentals of Digital Marketing- from search and social to content and display advertising. I also helped the partnered brands achieve their business objectives by the way of creating effective marketing campaigns.

In the subsequent years, I rose through the ranks by diligently providing qualitative output and coming up with relevant solutions. Today, I assume the role of a Creative Director in one of UK's top Digital Marketing firms, heading a team of three Managers and several Executives. As a Creative leader, I strongly persevere to help my partnered clients in achieving their marketing & business objectives. I aided them by devising multi-platform communication strategies on Web, Search, and Social Media in order to generate strong conversions. A testimony to my continued perseverance has been winning 'Gold' in Content Leadership and Drivers of Digital awards for internationally eminent brands such as This That Award in the previous year.

I have primarily assumed the role of a Creative professional in several organizations. However, at this point in my career, I feel the need to gain systematic knowledge about the workings of a business. Understanding this in a global context will allow me to mature from a niche "specialist" to a well-rounded Generalist.

It has been my longest-standing ambition to become an Entrepreneur of a venture with an international standing. In that light, Your University's MBA program offers the ideal launchpad to gain a holistic knowledge of Management studies. It would allow me to master critical verticals such as the Accounting Tools, Logistics and Supply-Chain, and

Corporate Finance necessary to lead a successful business. I am particularly interested in learning all about the statistical and programming tools used in the Business Analytics domain. This will help me make generalized sense of data and gain valuable insights to help weed out inefficiencies that directly impact the business revenue. While I have worked in Digital Marketing agencies, I wish to learn and understand how various Marketing efforts directly impact revenue. Learning how growth in a business setup can be directly attributed to the marketing plans is particularly interesting.

All in all, I fervently believe that this program will help me gain a holistic understanding of the functioning of an organization and mold me into a global, well-rounded business professional. I believe that with my background and 7 years of professional work experience, I will be able to add to the pool of multifarious talents and the unique mix in the class at the Something School of Business, Your University.