

Dear Admission Committee,

My name is Zheng Yu, I am submitting my application for the Master of Marketing program at Harvard University, convinced that it is the ideal next step in my professional development.

To complement my formal education, I make a habit of reading top-tier academic research to stay at the forefront of Marketing. This often involves analyzing publications in high-impact journals such as Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing, a practice that has significantly refined my critical thinking and analytical capabilities when confronting complex problems.

My career objective is to excel as a marketing communications manager. To bridge the gap between theory and practice, I have diligently developed technical proficiency in CRM, SAP, Power BI and others, which I am eager to apply and expand upon during my master's studies.

I am particularly drawn to Harvard University because of its strong academic environment and research-oriented approach, which I believe will provide the perfect foundation for achieving my goals.

Thank you for your time and consideration. I look forward to the possibility of joining your esteemed program.

Yours sincerely,
Zheng Yu