**What types of experiences inside and outside of the classroom do you want to engage in during your Northeastern journey? (250-word max)**

“The average gender pay gap is 8.9%, but the average gender pay gap in marketing is 28%.”

These statistics motivated me to one day equalize the gender pay gaps in the marketing industry. I want to be able to empower women in marketing; thus, I believe that joining NUMA (Northeastern University Marketing Association) and WIB (Women in Business) would serve as a solid basis for my ambition.

NUMA will allow me to gain experiences by applying my marketing skills to small businesses/start-ups- which gives me the perfect stepping stone for co-op, thus enabling me to skyrocket in the industry and close the gender pay gap by climbing the career ladder.

Finding a club with a collaborative community spirit where the members are each others’ morale booster and emotional safety net, is also crucial to me. WIB (a community empowering women to find their feet and voice to reach milestones in the business world through networking, workshops, volunteers, etc.) perfectly fits me.

Here, I look forward to network with Northeastern’s alumnus who have had past experiences in the field, through WIB’s co-op panels. More importantly, I’d love to participate in the Smart Seminars and Executive Speaker Series. I want to learn from the experiences of influential women in the industry on how they conquered the difficulties inherent of being a woman in the workplace and climbed the corporate ladders.

These clubs would allow me to create trust, empowerment, and confidence while working together with other women to achieve our career goals, support one another, and discover how we can strive to accelerate gender pay parity in the marketing industry.

Hi Shella,

This is a well written essay! I like the specifics you mentioned with workshops you mentioned and tying this to your degree. You should mention more about the in-classroom experiences as well that you look forward to in order to fully answer the question but also other things you want to participate in such as things I’ve mentioned in the comments because admissions officers want to see that you want to make most of the school and use a lot of opportunities you gave You should also make the opening concise you don’t necessarily need to have the quote and introducing the marketing because it makes it seem that the whole essay will focus on this, thus I’d change the opening to something more general.

Let me or your mentor know if you have any questions!

* Anushka