Please briefly elaborate on one of your extracurricular activities or work experiences. (1000 character maximum)

Interacting with clients is one thing, but interacting with intimidating parents, who are also your clients, is another experience. My internship at LingoTalk: an Indonesian language e-learning start-up was an overwhelming yet valuable experience. My responsibility was to increase client acquisition by developing marketing plans for the “Kids’ Virtual Field Trip” program.

I focused on communicating the program’s overview and its benefits. My first 25 interactions went by with no strategies thus, resulting in fruitless outcomes. By my 26th engagement, I learned to empathize with the kids and their parents’ concerns and frustrations during the pandemic's limited social interactions.

By the 43rd interaction, I came up with an effective strategy: timed and targeted customer contacts, interactive social media campaign, and program teasers. Through this strategy, we gathered around 200 students. This experience was a significant learning curve for me since I have become a better communicator - a critical skill set that confirmed my interest in pursuing marketing.