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.

*Hey Shella!*

*Good experience here. I think in terms of the structure, you have all the elements that make for an interesting response. Some parts can be more specific and explained more (see the comments). Remember that you want to demonstrate the growth in your thinking—what have you learned from this experience? How?*

*So, the key here is to not only show that you’ve changed, but also explain why you’ve changed. You had 25 interactions with no results. What propelled you to learn to empathize with the kids? How did that look like? These might be things that you take for granted as making sense, but for a reader who wasn’t there (and who isn’t you), I have no idea what this looks like.*

*Maybe you’re struggling with working under such limited word count, too. One suggestion I have is this: instead of splitting the story into 3 (1: I sucked; 2: I learned empathy; 3: I learned strategy), maybe just split it into 2.*

*1: I sucked. I realized I needed to change, so I (asked for help/found some advice/did some research/etc), and so I tried them out.*

*2: It was not easy trying out these new tactics, but by the 43rd interaction, I was empathetic and strategic.*

*Honestly, it might be better to write a little over the word limit, and then cut it down from there.*

*All the best with your final revisions!*

Paul & Madeleine

ALL-in Essay Editors