**What about being a student at Boston University most excites you? Max 250 words**

As a GADIS Sampul beauty pageant finalist, I am used to talk in interviews and magazines advocating issues close to my heart like children in poverty. Through my speeches, I realized just how important our word choices are to raise awareness and how it can influence people to act. It is something I brought everywhere. From convincing people to buy my products at the charity clothing store I built, to apologizing to vendors and keeping them as clients.

Realizing how good ideas need good communication strategy, I am ready to delve into the world of marketing. At Questrom, I am excited to experience the real-world-like strategic marketing management simulation in the Advanced Marketing Strategy course, where I could learn by taking the role of a brand manager. Interacted with people from different backgrounds at GADIS, I recognized that a correlation exists between their behavior and decision making. Thus, I am eager to work alongside Prof. Carey Morewedge in the Behavioral Lab to research about how human memory and attention influence their judgment. Such opportunities unique to BU will help me leverage psychology to devise best-fitted strategies in influencing various types of people.

Attending an all-girls school, I believe in the power of women in creating impacts to our community. I’m looking forward to joining herNetwork’s board to unite empowered women and support one another.

Even though I’m 10,000 miles away, the BU Catholic Center and its community – just like the one I had in school – will make me feel at home!