**Babson**

Please briefly elaborate on one of your extracurricular activities or work experiences (max 250 words)

*Lights! Camera! Action!*

I placed the coral-shade lipstick under the sunlight, grabbed my camera, and hit the record button.

As an intern working for a cosmetic brand, I was responsible for designing promotional videos for the marketing department. Although I wasn’t accustomed to filming independently, I was thrilled to learn new techniques from lighting to sound design: something I would’ve never done if I weren’t in a position other than a director.

However, filming independently went from “lights, camera, action,” to “lights, camera, action, model, and smile to the camera for literally sixty thousand people on social media to see.”

Being in front of the camera is not my forte.

For four weeks, I swatched a fusion of colors onto my face, while simultaneously going back and forth between my tripod to hit record. My lips were up-close and personal just to show the details of that chic purple lip gloss. Testing new products and doing a full-face of makeup would take longer hours compared to editing them in post-production and mixing audio combined. Yet, the more products I tried, the more video reviews I was intrigued to do. I no longer hesitated to film myself even in the weirdest angles possible. Eventually, these short videos on TikTok gained an increase of 3% in engagement, attracting make-up enthusiasts across Indonesia.

Through the uncomfortable close-ups, hours of swatching and re-applying products for the perfect video, this fruitful experience has taught me to step outside my comfort zone and improvise to adapt.