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

“Talk to a man in a language he understands, that goes to his head. Talk to a man in his language, that goes to his heart.” Nelson Mandela’s quote made me want to be an empathic and effective communicator. Thus, I was excited for my internship at LingoTalk: an Indonesian language e-learning start-up. Here, my responsibility is to increase client acquisition by developing marketing plans for the “Kids’ Virtual Field Trip” program.

I reached out to our current and past customers to promote our program. I focused on communicating the program’s overview and its benefits. By my 26th engagement, I learned to empathize with the kids’ and their parents’ concerns and frustration in their limited social interaction during the pandemic.

Dozens of interactions later, 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 - an important skill set that confirmed my interest in pursuing marketing.