**Please provide a statement that addresses your educational journey, your reasons for transferring, and the objectives you hope to achieve. (Respond in 250-650 words.)**

I’m a “VIP” – the term coined for “Big Bang” fans. I’m so devoted to them that I would find myself constantly splurging on their merchandise despite its massive shipping costs. Realizing my liking and knowledge of Korean products as a business opportunity, my fellow VIP best friend and I started “ShopZutter.” However, we failed because we lacked the operations and legal knowledge in marketing. Opening up ShopZutter showed me the struggles small businesses face without solid marketing strategies.

Ever since, I’ve been more determined than ever to learn more about marketing. I became more observant and noticed why they utilized G-Dragon's left side of the face on bottled tea packaging and studied Big Bang's international marketing efforts - to which I was amazed by their digital marketing campaigns and their ability to build global hype that captured millions of hearts. This led me to read marketing books, such as Seth Godin’s ‘This Is Marketing: You Can’t Be Seen Until You Learn to See,” which answer ShopZutter’s poor branding and lack of social media presence.

This led me to pursue marketing and communication at CUHK Shenzhen, China. Known as the “Silicon Valley of China” and a city that connects two of Asia’s biggest business hotspots: Hong Kong and Mainland China. Studying marketing at CUHK’s business school could open me to many opportunities presented by Shenzhen’s highly innovative and technological environment. This was the perfect fit for me.

Starting my second year, my expectations were not met. I want to obtain more practical experience, focus my study on digital and social media marketing strategies, and join student organizations with similar interests. Thus, I was eager to find a program that better fits me and my goals. Purdue's marketing program enticed me through word of mouth. Prof. Jinsuh Lee’s years of professional experience in marketing and customer analytics would equip me with solid marketing fundamentals. His breadth of experience and knowledge in examining the effects of new digital technologies and social media on advertising effectiveness and competitive marketing strategies are what I'm looking for at Purdue. Furthermore, Purdue's 'Consult Your Community' (an initiative that supports small businesses) allured me to Purdue and make a difference with other students with the same grit.

Because of this, I made sure to obtain practical experiences through internships and volunteering programs before starting my journey at Purdue. I enjoyed helping the marketing of real companies, where I was able to lead several successful marketing campaigns. My internships as a B2C Junior Associate at LingoTalk: an e-learning start-up, and a Public Relations Intern at Vanantara Communication: a communication advisory firm, double-confirmed my transfer decision as I learned how valuable on-the-field experiences are to me. From these two experiences, I learned and developed my own effective marketing strategy: timed and targeted client contacts, interactive social media campaigns, and implementing program teasers to take a fresh approach to social engagements. Purdue’s wide variety of marketing courses and student programs would enhance the skills I currently have, and enable me to fast-track my marketing career.

Purdue’s marketing program would enable me to pursue a career in digital and marketing communications, and create a successful digital marketing campaign like Big Bang’s. Furthermore, I would be able to experience learning more about media and technologies utilized in digital marketing from Purdue’s “[MGMT 42710 - Digital Marketing Strategy](https://catalog.purdue.edu/preview_program.php?catoid=14&poid=18698&_ga=2.158388851.81966990.1649063131-961152297.1646390411)”, “[MGMT 42610 - Brand Management](https://catalog.purdue.edu/preview_program.php?catoid=14&poid=18698&_ga=2.158388851.81966990.1649063131-961152297.1646390411)”, and “MGMT 43700 - Social Media Marketing” to allow me to keep up with the continuously evolving marketing and communication strategies, and apply them in real life.

My ShopZutter experience has shed light on the struggles of small businesses and the importance of strong marketing to sustain business growth. I’m determined to use my gained skills to not only build the foundation for my future career, but also for the future of underrepresented small businesses. Thus, I’m confident that Purdue’s multitude of courses and environments would seamlessly integrate with my interest and career aspirations.