

As an international student entering the University of Toronto, I interacted with several individuals that came from diverse backgrounds. This has made me realize that holistic strategies are necessary for the true outreach of a strategy. As a first-year student, I joined several clubs such as Trinclusion, Trinity College Volunteer Society, Indian Society, and Cause tutoring, which made me realize that outreach is an obstacle that plagues all organizations.

As the executive member of such organizations, I was responsible for creating a marketing strategy that spreads their message in a systematic manner. Through several initiatives, I realized that we need to target the right audience to create a real change in the world. I hope to do the same as a marketing strategist for The Moving Patterns Organization. I will be able to use my sales background to target our events to the right consumer base.

I will utilize applications such as Snapchat and Instagram to build a positive outlook towards the extremely important panel discussions and talks. I will also push for more Instagram live events that will ensure that our targeted audience gets a continuous stream of information. Thus, this internship will allow me to utilize my student networks and sales training to form a digital presence for the organization. Such an internship also provides me with an opportunity to harness my leadership, and marketing skills to formulate ideas that contribute to a more inclusive atmosphere.

As a marketing strategist, I will listen to different opinions and create an atmosphere, where everyone can have their voices heard. In summation, my involvement in various organizations and the aforementioned skills make me the perfect candidate to formulate the strategies and ideas for Moving Patters.