**Declaration of Objective**

Right now the globe is about to undergo a digital revolution. Remarkable developments are shown by data-driven insights influencing important decisions in commercial markets. Understanding consumer behavior and market trends depends much on the knowledge gathered online. One can use this information to enhance company decisions. Working effectively as a digital marketer and reaching these goals, however, call for a lot of knowledge and experience. By means of your prestigious institute's **BSBI for MSc Digital Marketing**, I hope to become proficient in the tools and abilities required for my path to job success.  
  
Commerce and marketing have always captivated me, thus I studied a **Bachelor of Commerce** with a focus in Banking and Insurance from Christ (Deemed to be University), Bengaluru, India. With a **CGPA of 8.81 (German Grade: 1.5)**, I graduated from college proving my commitment and diligence. Reflecting my steady intellectual success, my educational path also includes scoring **96.5%** in my 12th grade and **90%** in my 10th grade. I also took the **IELTS test and scored an overall band score of 8.0 (CEFR Level C1).**

My path professionally started with internships that gave insightful experience. Working in the **Finance & Accounts Department of Apollo Hospitals,** I discovered vouching, data input, and document verification. Research in customer experience, social media marketing, and brand research first piqued my interest during my **internship at AGE 19 Enterprises.** Currently employed in the **CP Sales Department of Godrej Properties Limited**, my main focus is channel partner screening and using partnerships to meet sales targets. These encounters have gave me a strong basis in sales and marketing.

Along with extracurricular activities and seminars, which have enhanced both my personal and intellectual life, Christ University awarded me a certificate for active attendance in an introduction program on **Corporate Soft Skills and Digital Skills.** Head of the Student Welfare Office (Audi Committee), Christ University gave me a **Certificate of Appreciation as Audi Management Head** and a **Certificate of Recognition.** Among my interests are cycling, crossword solving, and wildlife documentaries.

**The MSc Digital Marketing programme at BSBI appeals to me greatly since it provides a thorough course covering fundamental ideas of digital marketing.** Modules in SEO, SEM, PPC, and Google Analytics will equip me with the technical knowledge required in my industry. The practical learning approach excites me especially since it will let me apply theoretical information in actual situations. My professional growth depends much on the program's emphasis on project management, customer behavior, and strategic marketing management. Studying these disciplines will enable me to grasp the always shifting terrain of digital marketing and equip me for next challenges.

**Selecting Germany for my further study was motivated by the nation's stellar reputation for research possibilities and high caliber education**. Germany is the country I wish to study in since the educational system there is well-known for its adaptability and pragmatic approach that fit my learning style. Germany presents a pleasant environment and great cultural variety that I wish to experience. Studying in Germany will, in my opinion, enable me to develop personally and professionally as well as expose me internationally and offer a more complete view of marketing.

**The focus on practical learning of BSBI will be quite helpful for my academic and career path.** Modern facilities, varied peer group, and strong industry contacts at BSBI will give me practical experience in my profession. Working on actual projects and case studies will provide me more insight of digital marketing techniques. The knowledge and professionalism of the BSBI faculty, who provide a multitude of professional experience and expertise to the classroom, really excite me as well. Berlin, a dynamic city well-known for its start-ups and creativity, presents lots of networking chances and a stimulating learning environment.

After this study is over, I want to work as a **Digital Marketing Specialist mostly**. Working with top companies like **Google, Microsoft, Amazon, IBM, and Apple** is something I dream of. These tech behemoths are well-known for their creative marketing initiatives, which give perfect opportunities for me to apply my knowledge and advance my abilities. The prospect of working in Germany, where the digital marketing sector is expanding and there are many of chances for experts in this sector, excites me especially.

Finally, I would want to thank the admissions committee for helping me to express myself with this comment. I truly hope they give me the chance to present my skills at Berlin School of Business & Innovation. The MSc Digital Marketing programme will, I am sure, equip me with the knowledge and abilities required to reach my professional objectives and significantly contribute to the discipline of digital marketing.

**Yours Quite True,**

**Sinchana Kashyap**