When I watched Kobe’s heartfelt interview minutes after his historic farewell game, and read about the chaotic coverage and circulation of articles after Michael Jordan announced his return, I immediately fell in love with all facets of sports journalism. But when I applied to the Daily Tar Heel to finally fulfill my lifelong passion, I never thought my experience with journalism would ultimately provide a launching point for a hopeful future in business.

Being a journalist introduced me to new experiences and interests I realized I envied. When covering stories of UNC student-athletes leading campaigns and addressing social issues, I was inspired by their direct impact and hands-on approach. While journalism provided an opportunity to change the world indirectly through avenues such as spreading awareness, I galvanized at the opportunity to take a more direct approach.I wanted to be someone who could lead the charge of a project and influence the creation and development of its process, rather than be an onlooker reacting and adjusting to the situation. I wanted to be the driver, not the passenger. Business provided the perfect opportunity to achieve that mindset while fostering my talents. From making strategic decisions that lead to increased brand awareness to using problem-solving skills to conclude financial decisions for a campaign, business encompassed a variety of opportunities that are applicable to the proactive interests I hope to develop and utilize.

Upon graduation, one of my goals is to become more immersed in the real-world applications of business. Through the undergraduate UNC Marketing Club and Carolina Sports Business Club, I hope to gain analytical and leadership experience that will assist me in exploring an early job experience I find useful and interesting. Furthermore, an early job experience will allow me to make judgments on potential career paths, including marketing and finance, and the flexibility of the business field gives me the opportunity to explore different avenues if my initial plan changes.

Alongside a job experience, I aim to attend graduate school to receive a Master of Business Administration. I recognize the importance of sustainability for financial and social purposes, and an MBA provides the opportunity to reach a certain level of stability that will allow me to fulfill more long-term goals, including contributing back to my hometown through social good.

The Kenan-Flagler culture and excellence will help me build the foundations to become successful. My experience with Professor Sheran-Andrews from my business prerequisite class has taught me the importance of time management skills through the rigorous, but manageable workload. Moreover, I was captivated by the passion and enthusiasm she evoked every day during class lectures, a mentality I hope to replicate to my future co-workers. Similarly, my BUSI 102 professor’s enjoyable teaching style demonstrated the right applications of entertainment as well as the ability to incorporate every student in any given situation. These current experiences and the possibility of more experiences at Kenan-Flagler are what build the characteristics needed for me to achieve the lofty goals I set for myself.