

POSTGRADUATE PERSONAL STATEMENT EXAMPLE

ADVERTISING

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Personal Statement Example: Advertising

My enthusiasm for studying advertising and branding began with a university lecture that opened my mind to the value and potential of strategic marketing. The content of this lecture reverberated with me, inspiring me to consider a future career in this industry. Working in an e-commerce marketing department, I currently assist in product management. I am most productive and valuable when collaborating with colleagues responsible for advertising and marketing. Still, I am conscious that to fully transition my focus to marketing, I require a developed skillset and an understanding of contemporary strategy and resources. Aware that a master's degree is an invisible criterion for promotion in industry, I hope that this MA in Global Advertising and Branding will facilitate a change into this creative and fulfilling sector. I am confident that this postgraduate program will offer me the tools I need to achieve my personal and professional ambitions.

Studying at Marshall University allowed me to develop valuable multicultural links, and I was fortunate to complete my undergraduate studies at the University of Buckley. This equipped me with a comprehensive and systematic understanding of knowledge acquisition, academic writing, critical thinking and relevant research practices. In addition to completing academic assignments, I collaborated with my peers to complete numerous teamwork tasks. For instance, in an entrepreneurship course, my peers and I had to work together to sell a product and earn a profit. During the process, I learned about the difference between actual sales and analysis and deepened my understanding of practical marketing approaches. Working on projects with my supervising professors, I assisted in designing and analysing the results of a Transport Mode survey, increasing my interest and skills in market research. Similarly, experiential knowledge of survey design, focus group analysis, and data visualisation means I have the qualitative and quantitative skills necessary to apply customer and client feedback successfully. Consequently, I am confident that I have already laid a solid academic foundation to support my graduate studies.

In 2019, I joined the customer service department of an electric vehicle company as a user-experience specialist. My job was to increase and monitor app-user interaction and enhance

positive customer experience. This highlighted customer service's vital role in successful purchasing, consumer trust and client relationships. My team formed small working groups to operate service accounts, answer user questions and release news concerning strategic marketing goals. We also introduced incentives such as bonus points or badges to encourage owners to solve problems for new users, strengthening community connections and product value. Through this work, I recognised the importance of word-of-mouth strategy and network promotions in consumer marketing. This aspect of marketing will be an area of research interest throughout my master's course, and I look forward to gaining a deeper insight into the discipline in the Strategic Advertising Management and Marketing module.

I joined Amazon as a marketing operations manager with a remit to promote digital product lines in October 2021. Working with product and program managers, I build networks through which Amazon's sellers can choose third-party providers. This role allowed me to voice my informed opinion, contribute to marketing strategy and take the lead in decision-making and engagement. I am also responsible for implementing and optimising the standard operating procedure and ensuring the progress and success of the department. When helping service providers pass internal vetting before onboarding them within the network, I collaborate with colleagues from Amazon intern teams in areas such as Advertising and Regional Development. Consequently, my communication and negotiation skills have improved significantly, and I am confident in my ability to present complex information with clarity and value, which is a critical marketing skill. As our product was a localised one launched from a global version, I worked closely with the global team to manage providers and exchange operational data. Global and our CN team hold weekly meetings to monitor progress, review strategies and align on key topics, preparing me well for an advanced study of Global Advertising and Branding. This experience also improved my English and logical thinking skills, strengthening my capacity to manage my work to meet challenging deadlines.

My application to read for a master's degree is motivated by my desire to receive the academic and professional knowledge that will enable me to develop my career to its full potential. Having already developed a range of contributory skills and experiences, I am keen to gain value from your Entrepreneurship and Global Marketing courses and to explore your faculty's networks, resources and opportunities. I look forward to contributing to your learning community as an active and engaged student, supporting my peers during the course, and subsequently as a successful alum.

