

POSTGRADUATE PERSONAL STATEMENT EXAMPLE

CROSS-CULTURAL COMMUNICATION

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Postgraduate Personal Statement Example: Cross-Cultural Communication

Pushing myself to meet challenges and discover new possibilities is key to moving forward in life. Indeed, in the five years since I graduated, I have developed a successful career as Head of E-commerce Sales Operations. However, I have realised that my lack of marketing and global communication skills is stopping me from achieving my career ambitions. By combining my professional experience with the courses offered through the Cross-Cultural Communications and International Marketing MA programme at Buckley University, I am confident that I will maximise my technical and practical skills and pursue the next stage of my career.

My work experience and undergraduate background in International Economics and Trade provide me with a solid industry foundation and numerous transferable skills relevant to this programme. Having gained a sound understanding of macroeconomics and microeconomics, I derive great satisfaction from knowing that complicated issues can be brought back to simple terms of supply, demand and competition, connecting with other fundamental forces that determine equilibrium in a market economy. Management Studies exposed me to the principles and mechanics that regulate corporate and business life. For example, applying the Boston matrix model afforded me an effective perspective to develop sales and marketing strategies for different product lines. In the Foreign Trade Conversation and Negotiation course, I learned the power of words and honed my ability to communicate effectively with clients and peers. This helped me in my first job as an international business development manager, where I successfully expanded partnerships with clients from various cultural backgrounds and improved my cross-functional communication abilities.

My second job as a cross-border e-commerce operator required me to regularly edit and optimise e-commerce product description pages and images to satisfy the demands and tastes of international consumers. In this role, gaining an awareness of the optimisation of the company's low-margin items offered on Amazon made me acutely aware that when marketing efforts transcend national lines, the relevance of cultural elements comes to the fore. Indeed, culture infuses every aspect of marketing, from product style and packaging to commission calculation and seller selection.

In 2021, an increasing volume of new sellers entering the Amazon platform resulted in declining sales and profits for our product line. I was tasked with reviewing the product line and finding ways to generate revenue and increase sales. I started by analysing competitor data and evaluating the different marketing strategies utilised by local and global sellers. Subsequently, I crawled buyer reviews online and emailed interviews for consumer research, discovering that the platform had significant competition from similar low-priced products. Since the local market's customers have distinct consumer inclinations, at least 30% of consumers conveyed that product features and quantities were not meeting their needs. I immediately saw this as an opportunity and partnered with our team to adjust our product strategy by upgrading product features, increasing the number of bundles sold to meet consumer demand, and increasing the unit price. Meanwhile, we optimised the packaging, product appearance and online imagery by employing a more local, consumer-friendly aesthetic. To ensure the ability to replicate our successes, I used A/B testing, tracking and impact analysis, and I am confident that these skills will play a valuable role in my postgraduate studies.

Ultimately, we experienced a 50% increase in sales for the entire product line and an improvement in profitability to greater than 20%, illustrating clearly that adopting the correct cross-cultural marketing strategy can enhance marketing efficiency and reduce company risks. To maintain our long-term advantage, a complete international marketing strategy is necessary. I am confident that pursuing a master's degree will give me the tools and networks needed to achieve this goal.

I am attracted to Buckley's strong commitment to research and innovation and impressed by the quality and depth of content, teaching and opportunity in this MA programme. It will offer me a systematic framework for understanding international marketing and help me build the skills I need in marketing theory, global communication and brand management. As a postgraduate student, I'd like to learn about strategic market analysis, contemporary branding, international consumer behaviour and formulation of international marketing strategy. The Research Portfolio module will help me refine my data-gathering and analysis methodologies skills and illustrate how these skills can be applied to my field of study. Equally, studying Introduction to Intercultural Communication will teach me how to work more comfortably in an increasingly complex and internationally interconnected environment, which is critical to studying cross-cultural communication and international marketing. I'm particularly interested in Professor Marshall's international marketing course since it will teach me advanced strategies for developing products for global markets, comprehending local customer behaviour and constructing an international marketing plan. This, alongside the International Brand Management unit, will allow me to learn fundamental and cutting-edge theories and models, supporting my future career plans.

My short-term ambition is to work as a marketing manager for a cross-border e-commerce company, combining my experience in e-commerce operations and the international marketing and global communication knowledge gleaned from this postgraduate course. Subsequently, I intend to start my own cross-border e-commerce company. My country has a wide range of quality manufacturing plants and unique cultural crafts. My goal is to make these beautiful products visible and accessible to as broad a public as possible. An education from Buckley University will provide invaluable experience and skills that will allow me to launch the next chapter of my career. I look forward to playing a positive and active role as a member of your highly-respected faculty.

