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# Business School Admission Essay

Based on my six years in digital marketing, I am thrilled at the prospect of going to business school so that I can pursue the next challenge of moving into management consulting in China. In 2014 at R/GA, I leveraged my analytical and creative skills to drive online sales for Samsung clients through design consulting. Then my former supervisor invited me to join CDM New York to help pharmaceutical clients re-invent their marketing models through interactive media. Now at Accenture, I serve as the lead of China's hub in a 7MM global CRM transformation project to manage engagements for a Japanese multinational cosmetic company. In the first three months, I also spearheaded \$500K in new business in the tech and audio industries. To further advance my career so that eventually I can manage an e-commerce company in China, I want to expand my expertise from digital marketing and project management to corporate strategy and operation.

My passion for management consultancy originates from an ongoing self-evaluation to best leverage my unique combination of skills in data analytics, digital innovations, and cross-cultural communication competence. Having applied quantitative and conceptual thinking skills in global digital transformation projects, I am convinced that my solid functional knowledge grew while I was working with financial services, pharmaceuticals, retail. I also believe high-tech clients will continue helping me deliver impactful business approaches to Chinese companies. Meanwhile, my familiarity with the distinctive culture between the U.S. and China, as well as my profound understanding of the unique digital ecosystem in China, will position me as an important resource for global companies to help redefine their local strategies and provide tailor-made solutions for local customers. My proficiency in English, Mandarin, Cantonese, Korean, Japanese, and two other Chinese languages, as well as my interpersonal and communication competency, will help me effectively build meaningful professional relationships with business leaders from culturally diverse backgrounds. As I continue scheduling conversations with industry experts and CBS students, I look forward to exchanging stimulating business ideas and seeing the bigger picture of the business ecosystem. By taking ownership of the overall project, I plan to grow in the management consulting industry while gaining broad exposure to industry best practices, building on strengths in digital marketing, and acquiring new skills in operations and people management.

By 2027, I want to build and manage an e-commerce company in China that can support and scale personalization with customers across all key touchpoints. I first developed this long-term goal in 2010 when I built an e-commerce website equipped with analytics tools to observe customer behaviors, and I have continuously refined it based on my experience in developing virtual experience and interactive campaigns. Eager to reshape the relationship between e-commerce companies and end-customers by encouraging genuinely voluntary customer involvement, I want to build a committed multi-disciplinary team that can empower customers to directly participate in product or service development in terms of functionality, appearance, and self-efficacy, a goal could be realistically achieved based on my management skills, digital technologies, and rising self-awareness among Chinese customers. I firmly believe that existing marketing and operational processes need to be transformed, and my e-commerce company will allow for true engagement with customers, unlocking personalization's full potential.

As a re-applicant, I am still convinced that CBS is the most valuable community that I could join. As a marketing professional who consistently leverages the impact of networking, I deeply understand CBS's unique value of being at the very center of business. I have been continuously refining my plan on how to maximize the value of the two-year program, and I look forward to sharpening my problem-solving skills and building meaningful and lasting professional relationships with CBS students and alumni.

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