

## Business School Admission Essay

Based on my 6 years in digital marketing, I am ready to go to business school so that I can pursue the next challenge of moving into management consulting in China. Back to 2014 at R/GA, I leveraged my analytical and creative skills to drive sales online for Samsung clients through design consulting. Invited by my former supervisor, I joined CDM New York and helped pharmaceutical clients re-invent their marketing model through interactive media. Now at Accenture, I serve as the China hub lead in a 7MM global CRM transformation project to manage engagements for a Japanese multinational cosmetic company, and spearheaded \$500K new business in tech and audio industries during the first 3-month. To further advance my career and eventually 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 accumulated while working with financial services, pharmaceuticals, retail and high-tech clients will continue helping me deliver impactful business approaches to Chinese companies. Meanwhile, my familiarity with the distinctive culture between U.S. and China and my profound understanding of the unique digital ecosystem in China, will position me as an important resource for global companies to redefine their local strategies and provide tailor-made solutions for local customers. Demonstrated by my proficiency in English, Mandarin, Cantonese, Korean, Japanese, and 2 other Chinese languages, my interpersonal and communication competency will help me effectively build meaningful professional relationships with business leaders from culturally diverse backgrounds. As I continue scheduling chats 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 with steep learning curve in the management consulting industry while gaining broad exposure to industry best practices, building on the strengthens in digital marketing, and acquiring new skills in operation 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. This long-term goal first took shape in 2010 when I built an e-commerce website equipped with analytics tools to observe customer behaviors, and has been continuously refined 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 and 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 bring true engagement with customers and unlock the full potential of personalization.

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 leverage 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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