

XXX XXXXX

Introduction

It is an honor to write for admission into the Business Intelligence and Social Media program. I understand your program is looking for an ambitious individual who can make a great difference. Look no further. Before I learned of this program, I worked as a consultant providing business solutions to clients worldwide for over five years. It is because of my previous work experience in addition to the education I received that I developed profound interest in business intelligence, social media, technology, and business entrepreneurship. Emerging technology like social media will only become more intertwined with our daily lives and play increasingly bigger roles. My current profession allows me to make productive use of technology to help match potential talents with corporations so that they can make the best use of their expertise in exchange for reasonable treatment. Although I enjoy my work immensely, I feel there is always more to explore in terms of theory and practice, and what better way than studying overseas?

Academic Experience

I graduated from XXX University with a major in Finance. During my studies, I took many interesting courses with investment being the most appealing. The course taught methods and principles of capital market investment as well as how to conduct analyses using technical and epistemological means. Investment environment simulation tools such as XXX were used to track targeted investment results, allowing users to make better informed decisions. In addition, the professors had students find information on capital markets in order to discover investment trends. The constant push to collect, organize and peruse information for “relevant” details developed my passion and knowledge in these domains. However, in today’s world, content taught in

schools can become obsolete very quickly. Thus, I wish to pursue further education so that I can not only learn new things, but also have the opportunity to meet new like-minded individuals. Knowledge alone is not enough, for it is what one can prove as well as having connections that will lead to success.

Working Experience

After I graduated from XXX, I eventually found work at XXX as recruitment consultant. By communicating with clients and other candidates, I built up knowledge overtime through discussions on how businesses operate. The job also had me utilize social media tools such as XXX, XXX, and XXX in addition to local job databases to find the right candidates quickly and reliably. My biggest achievement at XXX is having collaborated with a XXX company where I helped generate over XXX million for the company in XXX months. It was a major project that the company had no previous experience with. Nonetheless, it soundly delivered with great communication between the client and me. I also managed to place talents in many important engineering jobs. As result, our efforts were highly appreciated and we received many subsequent business referrals from other downstream companies. The sense of accomplishment and positive impacts continue to drive my passion and sense of duty to deliver business solutions to clients. Although I enjoyed working there, I felt I was ready for bigger challenges. Thus, I moved on to XXX, where I currently handle recruitment of mid-senior level XXX professionals. Despite greater challenges, this also means that I can create greater positive impacts. In addition, I also provide many other valuable services including XXX consultation and XXX-related services. As of now I am currently marketing a digital advertisement using custom websites, videos as well as ads on XXX, XXX, XXX, XXX, XXX,

and XXX. It is a creative and far-reaching method which allows XXX to better educate its clients.

Motivation and Objectives

I believe today's business approaches and skills are no longer adequate. Modern business settings must integrate with new technology in order to better accommodate the needs of the future. Dr. XXX focuses on Business Analytics, Information Systems, and is also a XXX lecturer, XXX for MSc Business Intelligence and Social Media. Such an experienced faculty member calls out to me. In addition, because I already have previous academic training and work experience, I firmly believe the additional knowledge offered by the program can enable me to better integrate business intelligence with social media and apply them more sophisticatedly to the modern business environment. As for my short-term plan, I intend to become a professional service provider to a start-up company. My long-term plan is to later launch my own business offering proprietary business solutions and tools. In this XXX year intensive program, I am confident that the research-intensive course requirements and practical knowledge can make everything come true. And last but not least, because the school is located in XXX, the surrounding neighborhood should be quiet and economically feasible to live in. That, in addition to the campus, I should have everything to live, work and study happily during my time in the XXX. Thank you for your time!