

History, culture, and art, three aspects with a fine line between each one due to the impressiveness each could cause. To explain my point of view, I personally believe that historical stories and events as well as sites are so artistic and fascinating. The same thing applies for different cultures dresses, traditions, dishes, and more. on the other hand, art is everywhere around us if we looked and listened clearly. I highly appreciate art, history, and cultures. Allow me to take the chance and introduce myself to you, my name is Lama Nowailaty, I have graduated from Dar Al Hekma University with a Bachelor degree in business, majoring in Banking and Finance. I would like to take a different turn this time and build a career in what I am deeply passionate about; therefor I am applying at your esteemed university to pursue a Master's degree in Arts and Cultural Management. I am aware of the huge difference between Arts and Cultural Management and my bachelor degree studies. For this reason, I would like to fill you with the details of my choice and my story.

I remember a movie once talked about the moment of impact, I thought it's just an idea and not relatable. Yet, there was once I felt it, I had my moment of impact and it was when I realized the beauty of life. in other words, life is too short to waste it living one moment doing something that you are not passionate about, what about building a career without passion? There it goes, it hit me like a train full of ideas and mixed emotions. As the great Steve Jobs once said that it's about connecting the dots and you can only connect the dots looking backwards and my favorite line is "believing that the dots will connect down the road will give you the confidence to follow your heart." This is exactly what I have been through, after that moment of impact, I started looking backwards to connect the dots for what does my heart really passionate about. Not only connecting the dots but also, I started involving in different activities to find the spark and I did withing artistic and cultural events and activities.

On the other hand, my educational journey at Dar Al Hekma University was highly enriching in different aspects. I have had the chance to participate and involve in a wide variety of courses, activities, events, and volunteering opportunities. Hence, this has allowed me to gain and develop valuable skills personally, socially, and professionally. For example, time management, consultancy, communications, representation skills, analysis, reporting, decision making, and problem solving. Furthermore, my internship was at PriceWaterhouse Coopers in the department of Tax and Zakat and specialized in indirect Tax (VAT). After completing my bachelor degree, I worked as Tax Consultant at PriceWaterhouse Coopers. My tasks were summarized in reparation and submitting VAT returns on monthly and quarterly basis, ensure compliance with VAT regulations Conducting VAT return review with clients, identify exposure against compliance discrepancies Handle queries received from the General Authority of Zakat and Tax, providing VAT advisory and consultation that comply with laws and regulations to clients.

I am a hardworking, ambitious, smart, and full excitement young lady who is willing to learn by heart and give my best efforts to build a successful career. I believe that I am taking the right choice by choosing King's College London to obtain my Master's degree. Your esteemed university has a strong reputation for being one of the most powerful universities around the world and I would be honored by your kind acceptance.

Sincerely,

Lama Nowailaty