Personal statement

We all have our own identities that reflect who we are. I am a daughter, a sister, a friend, a hard worker, a helper, and among all of those, I am a Saudi female citizen. Being a Saudi citizen might sound normal to you, but for me, it is an experience that I am still exploring. In 2016, Saudi Arabia had made bold reforms known as Saudi Vision 2030. The vision mainly focuses on women’s empowerment, allowing me to drive, cycle, dive, hike, experience music and arts, explore the untouched historical sites of the kingdom, and many more. These new changes helped me discover my personality and go out of my comfort zone, meeting new people, creating communities, enjoying life with the people I love, and one day experiencing it all with my children.

The main reason why I aspire to continue my Higher education is to enhance my development in different and distinguished disciplines. I really believe that continuing to learn is a lifelong process, learning new disciplines gives me a sense of accomplishment and helps me boost my confidence. Moreover, continuous learning will open my mind and expand my horizon by building on what I already know. In addition, I would like to supplement my education to enhance and increase my chances of finding future jobs, help set my career on the right track, and help me become a self-reliant person who supports my family.

With sincere ambition, I am applying with the goal of earning a Master’s degree in digital Marketing. The unique program stands out to me due, in part, to its reputation of providing a prestigious Marketing Program that stands out innovatively within the field. Having researched more deeply into the program’s esteemed faculty and attractive course plan, I feel that my skills and experience can be built upon, expanded, enriched, and deepened through this unique program.

To reach my long-term goals, I am to strengthen my understanding and practical application of digital marketing theory to enable me to combine theory with practical experience. During the program, I hope to gain hands-on experience and network with expert faculty and industry leaders to gain a well-rounded background that will prepare me well. Once I complete my education and obtain my Master degree I would like to go back to my country and get a job where I can serve my country proudly and contribute in achieving all the transformation that is happening through vision 2030. I believe as a Saudi female it’s our duty to help achieve the goals set by this vision.

In conclusion, I cannot emphasize how much I want to continue to learn and develop myself. Obtaining my Master’s degree is a life dream and goal that only when accomplished I will feel that I have put myself on the right path of success.