

Personal Statement

The dynamic world of marketing, with its ever-evolving trends and global influences, has captivated my professional journey, compelling me to seek an advanced understanding of the field. I firmly believe that understanding the philosophy behind marketing holds the key to being an excellent and truly creative marketer in today's era of viral trend. Inextricably linked to a brand's identity and success, marketing serves as the vital conduit through which brands connect with their audience, fostering lasting impressions and loyalty. Thus, learning the philosophy behind marketing and recognizing its paramount importance is essential for any young creative person striving to make their mark in the field.

My own first taste of being a creative marketing enthusiast was working with a group of friends in college to market a writing course in the lobby of our building. We came up with so many great ideas, in order to help students write better essays and excel academically. We oversaw organizing the whole course from start to finish, and we worked on a creative campaign. With our creative efforts we closed the registration for the course after only three days. Throughout this experience, I gained insight into how to be an excellent marketer myself and was instantly hooked on it.

I got my undergraduate degree in "English Language & Literature" from Language and Translation College in Imam Mohammed ibn Saud University Riyadh, Saudi Arabia. It has equipped me with valuable communication skills and a unique perspective on storytelling, which I believe aligns seamlessly with the artistry of marketing. Furthermore, I have already developed a sound base knowledge of key marketing and I hope to build upon this knowledge through further study at postgraduate level before commencing my own career in the marketing field. While studying towards my undergraduate degree, I participated in various voluntary activities such as organizing cancer awareness events at campus.

In terms of relevant experience, since completing my degree, I have gained over five years of experience working at TAQEEM (Saudi Authority for Accredited Valuers) I am part of a dedicated team in the Communication Department, responsible for content writing, brand image and online presence, brand awareness, event management, digital marketing, creative campaigns and marketing a whole new career path for young professionals in Saudi and much more. Working in such an environment stimulated my curiosity and desire to learn more about Marketing Strategies and planning, Consumer Behaviors, and Theories of Marketing. I was promoted into bigger roles with bigger responsibilities within a short period of time, which I accomplished because of my consistent strong performance and passion for marketing. My last position was a supervisor leading a team of young interns below me which was a truly thrilling experience to say the least.

In addition, I have worked with many clients over the years as a freelance copywriter. Delivering creative content and working on marketing strategy tailored to each client.

In my pursuit of growth and development in the global business landscape, I am drawn to the Masters in Marketing MSc program at the University of Edinburgh. Edinburgh's rich cultural tapestry and global reputation align with my vision for an international education. The program's emphasis on digital marketing, international marketing strategy, consumer behavior, and innovative approaches perfectly resonates with my academic and professional aspirations.

Choosing the University of Edinburgh also aligns with Saudi Arabia's Vision 2030, emphasizing economic diversification. I am eager to contribute to this vision by bridging international marketing insights with the dynamic landscape of the Middle East.

In conclusion, I am genuinely excited about the opportunity to contribute my diverse knowledge and skills to the Masters in Marketing MSc program at the University of Edinburgh. With a proven track record in creative marketing, leadership roles, and a commitment to continuous learning, I am confident in my ability to thrive in the program. I eagerly anticipate the chance to discuss in more detail how my background aligns with the goals of the program and how I can actively contribute to the University's vibrant academic community. Thank you for considering my application."