

PERSONAL STATEMENT

Myself Vimmi Gupta is an enthusiastic student with ambitions of asphalting a career path in digital marketing. Peers find me as a zealous and hardworking scholar. Since my school days, I am an active follower of exercises and yoga and made it a part of my life. During my graduation from BBA with a specialization in Marketing Management and Human Resources, the discipline of digital marketing intrigued me due to the astonishing and massive transformations it has given to the business world. Soon, my inner conscience developed a desire to dig deeper into those subjects as much as possible. So, my desire is to comprehend in-depth knowledge of digital marketing through the course of Marketing Launchpad kraftshala.

In this modern era of technology, apart from learning traditional business fundamentals, it is essential to be aware of operating a business's modern marketing techniques. The career prospects in digital marketing are constantly evolving like a roller coaster. The scope of digital marketing has tripled; people are using social media platforms, websites, and Emails to reach their customers. Each of these platforms needs a different kind of digital marketing strategy to gain customers. I identified this opportunity, and I want to prepare myself for this career. Furthermore, after working for more than 10 months in marketing and HR profiles I found myself to be more of a creative and curious person. Possessing certifications in this domain and being able to successfully innovate and carry out elevated projects can help me progress in my future employment prospects.

My reason for selecting the Marketing Launchpad program of Kraftshala was based on the factors like curriculum, teaching techniques, and placement options. Their curriculum is full of life skills, workshops, engagement modules, and practical knowledge that make students ready for a life beyond the books. The most critical factor which made me select this program was its rigorous practical training which includes 12 weeks of learning and 8 weeks of implementing that knowledge through an internship.

My goal is to complete my course and practice all knowledge and skills that I developed during the course period. My willingness to learn to update myself with innovative methodologies & technologies in the domain of marketing is persistent. I am a dynamic student who is always ready to take initiative and seek

out new challenges. I believe that you will welcome such dynamic students into your program.

Regards

Vimmi Gupta