



CONTENTHOLIC

A CONTENT MANAGEMENT COMPANY

Scholarship Letter

I am a strong believer in the fact that the beginning point of achievement is nothing but desire. Throughout my life, each experience, personal and professional, has aided my overall growth and has brought me closer to my dreams. While my academic trajectory made me realize that my heart lay in exploring the minutiae of management, my professional undertakings saw me building my skill set to meet industry standards. While my family business equipped me with the insights of running a venture, my involvement in extramural engagements helped me grow into a better individual.

With the passage of time, I have become more responsible towards my surroundings; and I strongly believe that I belong with management. I am determined to extract every bit of learning from the chosen program. The only hurdle that lies between me and my goals is the lack of financial support. Since I am an independent professional; I do not intend to take financial help from my family. I plan to fund my education all by myself and am willing to apply for an education loan. Taking a loan would keep me on my toes and would motivate me further to perform well in academics. However, any financial assistance on the part of the college will help ease out the burden of the loan. Therefore, I request for a foundation scholarship offered by EDHEC.

I would like to highlight the fact that I maintain a sound record of my academic achievements, professional undertakings, and extracurricular activities. I completed my B.Tech program in the year 2017 and secured a distinction in the same. During my alma mater, I enjoyed taking up leadership roles and performed a few of those to the best of my capacity. I have been the Vice President of the Student Body Club in my college, and have also held positions of the Marketing Head and Media Head, actively involved in organizing and managing the events held in college. Moreover, I have worked as a volunteer, and have organized various campaigns and street plays to raise awareness among the general public. Also, I have worked as a General Body Member, supplying people with mid-day meals to those affected by the nationwide lockdown due to the Coronavirus pandemic.

My work experience thus far has proven to be quite rewarding, as it has helped me understand how the industry works. I began my professional journey in the year 2017 as an Operations Executive, Vsquare Impex LLP, followed by the role of an Operations & Sales Manager at Zeus Trading LLC, in Moscow, Russia. This international experience provided me with global insights into handling FMCG and enhanced my interpersonal skills. Having attained more than two years of work experience, I have grown to find my passion in marketing management, for which EDHEC appears to be an ideal choice. The M.Sc. program in Marketing housed by this Business School checks all boxes, promising an experience that leads towards fulfilling my immediate and long-term goals.

At EDHEC, I am determined to extract maximum learning as I explore fresh avenues in the field of Marketing. Given a chance, I will work hard and multiply the value of the scholarship by marking significant contributions to the EDHEC community. I will prove my mettle and will rise to the standards set by the institution. I now request you to kindly process my application for the applied scholarship.