

It's All About Connections

For me, the internet is all about making connections. The internet is a tool that allows people to connect across the globe in ways that was never before possible. It is amazing to me that you can simply get on Skype and converse with people that are thousands of miles away, which is something that made my time studying abroad in Switzerland much easier!

I mostly use the internet for social media, such as Facebook, Instagram, Twitter, Snapchat, and LinkedIn. All of

these tools have one thing in common: they are tools that people use to establish connections with each other via photos, conversations, and posts. The main goal of social media is to share your experiences, opinions, thoughts, and feelings with others. The connections that can be made using these tools can be both professional and personal.

My interest in digital marketing has instilled a passion within me to see the online space as a place to engage users and to market a brand or a product. Therefore, my social media presence is based solely on marketing myself as a professional individual. My passion lies in writing, design, and technology. The internet is a space that I can utilize to merge these three concepts.

Technology has the ability to impact and reach billions of consumers. Therefore, harnessing this power and shaping it through good content, good design, and usability is a huge task. Becoming well versed in industry trends, emerging technologies, and new methods of communication is crucial to forwarding progress and innovation. I want to utilize this knowledge and these skills in a way that impacts people in a positive manner. I aspire to be a driving force of positive social change by connecting users and design, content and technology, innovation and creativity.

