

FOR USC ONLINE MBA

Required Essay #1 (Required): What are your short-term and long-term career goals, and how will an MBA from USC Marshall help you achieve those goals? Short-term career goals should be those you want to achieve within 3-5 years post-MBA, whereas long-term goals may span a decade or more and encompass broader professional aspirations. (word limit: 400)

I envision myself being on a managerial career path in the departments of companies working in the realms of entertainment, technology, or commercial real estate within three to five years of completing my Master of Business Administration program. My experience at Apple has taught me to guide teams, solve problems, and thrive under stress. I developed sales and data analysis skills at Molson Coors, which helped me to understand consumer behavior and market strategy, enhancing my expertise in data-based and consumer-centric strategies. My experiences and acquired skills at both companies have made me capable of solving intricate problems and leading with a creative and strategic vision.

An MBA from USC Marshall will help me connect my experience and provide me with the business acumen and strategic thinking necessary to succeed in many dynamic fields. I am excited about USC Marshall's focus on experiential learning and exposure to academics with varied backgrounds. I am eager to collaborate on actual projects with industry experts and learn new things from USC Marshall's global community, including its legendary faculty and alumni network.

In the long term, I aspire to shape strategy in senior positions that allow me to influence strategy. USC Marshall's location in Los Angeles (a global hub for business development) offers students unparalleled exposure to industry leaders and trends at the forefront. The focus on innovation and entrepreneurship in this degree, along with its ever-growing alumni base, is perfect for my aspirations. Whether it's helping shape the future of a global brand as a Chief Marketing Officer, steering a business through growth transformation as a Vice President of Strategy, or founding a business at the convergence of entertainment and technology, I am committed to making a genuine impact.

I'm excited by the potential to be surrounded by an active culture of ambitious, forward-thinking experts from a wide range of backgrounds and industries. Being part of such a high-level program is about learning from other individuals with different ways of thinking, gaining information outside of my field, and gaining insight into the global business world. It's about sharpening my leadership abilities, opening my eyes to new opportunities, and preparing myself to make a lasting impact on issues that are important to me.

Required Essay #2 (Required): In the USC Marshall MBA Program, teamwork is essential to success. Please share an example of a time when you collaborated effectively with others to achieve a personal or professional goal. (word limit: 400)

In my Global Marketing course, I was part of an in-class dynamic team with two classmates. Together, we developed an international marketing plan for launching hair dye products in the French market. Our main objective was to develop an effective fact-based strategy that considered consumer behavior and market trends influenced by the competitive environment. From the beginning, we divided the responsibilities, playing to each of our strengths: one focused on branding and cultural insights, another on competitor analysis, while I took responsibility for market analytics, pricing strategies, and distribution channels to ensure the approach was both strategic and viable.

Very early on, it became clear that each individual section was excellent; however, collectively, they fell short in building a strategy or plan of operation. To address this shortcoming, I suggested refining the strategy in response to instructor and class feedback through five rounds of revision. I facilitated focused discussions to ensure that our plan for marketing entry balanced creativity with fact-based decision-making. For example, when we encountered difficulty positioning the messaging for French consumers, I suggested we call for more research by integrating expert analyses and peer review, refining our approach.

With my partners, I maintained open communication and accountability throughout the project. We had weekly check-ins on progress, roadblocks, and milestones. When one of our team members fell behind because of personal commitments, I stepped in to help with their section while still encouraging them to contribute in any way that would work in their schedule. That flexibility and mutual support strengthened trust and allowed us to maintain momentum.

The outcome of our collaboration was a 55-page professional marketing campaign report, complete with charts, graphs, and an executive summary, which we confidently presented to our class and instructor. The final deliverable was well-received, earning top marks and praise for thoroughness and creativity.

This experience honed not only my analytical and strategic skills but also my collaborative, adaptive, and communicative competencies within my group of peers. It also reinforced my belief that diverse perspectives can lead to creative solutions.

At USC Marshall, I look forward to applying these skills in a diverse and team-oriented environment, using numerous perspectives to drive creative business solutions that

have a real impact. I am excited to contribute to the collaborative culture of the MBA program, where teamwork is not just one value among others but a cornerstone of success.

FOR USC ONLINE INTEGRATED, BUSINESS, TECHNOLOGY, AND DESIGN

Essay #1 Describe your original idea for an innovative product, service, or system that solves a problem, addresses a need, or provides an opportunity. The selected focus may be local or global. Address as many issues of desirability (will anyone want it/buy it?), feasibility (will it work or function?), and viability (will it be self-supporting?) as you deem necessary to communicate the value of your idea. (max. 2000 characters)

The Panic Smart Band is a wristband that helps the user cope in real time with anxiety and panic attacks. Coupling advanced technology with soothing sensory aspects, the band incorporates heart rate detection, heating and cooling, gentle vibration, a built-in essential oil diffuser, and a clock. When the band senses an irregular heart rate, signaling an impending panic attack, it signals the user to press a button, triggering a multi-step relaxation process. First, soothing vibrations induce endorphin release. At the same time, the band monitors the user's body temperature to determine whether it should provide heating or cooling. When the temperature adjustment is at full effect, the band releases a calming scent of essential oil (such as lavender or chamomile), which is rechargeable for the next use.

I developed this item based on my personal experience. Having had panic attacks during high school, I utilized a simple bracelet with essential oils that helped soothe my anxiety. The Panic Smart Band extends this concept further by merging technology to offer a more developed and preemptive solution. It satisfies desirability with the offer of a discreet, mobile device for anxiety management, feasibility through the use of existing wearable technology and proven soothing methods, and viability through rechargeable essential oil cartridges and single purchase entry. By combining innovation with personal insight, the Panic Smart Band provides a practical, intuitive remedy for anyone who lives with anxiety.

Essay#2 Define a moment in your life that requires you to develop an innovative solution and delineate the steps you took to arrive at your solution. (max. 1500 characters)

During my tenure as an AppleCare Technical Advisor, I noticed many security concerns involving customers who fell prey to phishing scams, account hacks, and privacy violations. Most of my fellow Advisors struggled to provide authentic and efficient solutions because there was no central point documentation. To fill the void, I volunteered to create a full-fledged self-help document on consumer privacy for 500 college advisors. I collaborated with senior management to identify the most frequent security issues and built step-by-step troubleshooting according to Apple's approved policies. Utilizing Apple's Pages software, I organized a clear, easy-to-use guide that documented significant security loopholes and best practice responses to avoid future compromises. I received feedback after implementation to hone the document so it would increase in length as Apple's security measures developed. This solution enhanced both internal efficiency and customer trust by reducing escalations, streamlining advisor workflows, and enhancing Apple's commitment to consumer privacy. This experience not only confirmed my ability to develop creative solutions under high-stress conditions but also demonstrated my leadership in creating significant improvements through teamwork, technical expertise, and strategic thinking.

Essay#3 Tell us a story about failure and what it means to you. (max. 1500 characters)

Failure is not always caused by inability; sometimes a missed detail has huge consequences. I learned this the hard way when I took my Operations and Supply Chain Management final exam. Although I had studied hard for weeks beforehand, I missed an email notifying students that the exam time had changed, and arrived an hour late. In a state of panic, I was allowed to take the exam, but with only half the time. I sped through questions, second-guessing answers, skipping steps, and ultimately failed the exam. Not because I wasn't familiar with the material, but because I hadn't verified the details. I felt crushed by my failure, but I knew I could not avoid responsibility. I visited my professor during office hours and explained the situation. Though he could not offer a retake, he recognized the effort I had made throughout the semester and increased my final grade. Though I was relieved, the lesson I learned stuck with me: success is not just knowledge, it is preparation, attention to detail, flexibility, and accountability.

That failure reshaped how I approach challenges. Now, I double-check deadlines, communicate ahead of time, and anticipate the unexpected. I've also learned to accept that setbacks are learning opportunities. What began as a loss became a turning point, where I gained resilience and ownership of my mistakes. Failure, I now realize, is not an end, but the beginning of learning, improvement, and coming back stronger.

Essay#4 How will you benefit from the M.S. in Integrated Design, Business, and Technology program? Conversely, how will you contribute to the success of our program and the student community? (max. 2000 characters)

The M.S. Integrated Design, Business, and Technology program is the perfect fit for merging my passions and helping me apply my knowledge of marketing to innovate at the intersection of technology, creativity, and strategy. The program's focus on group-based, real-world projects, as well as diversity, inclusion, and creativity, all align with my vision of becoming a leader. I'm eager to develop storytelling techniques and build fluency in design, business, and technology methodologies to lead cross-functional teams effectively.

My professional experiences have prepared me to contribute meaningfully to the program. I honed my problem-solving and customer experience skills at Apple by resolving technical issues for over 1,000 customers and contributing to projects like a consumer privacy self-help guide. My freelance marketing project, like the Sharpen campaign for McGraw-Hill, has equipped me with the skill to develop projects from conception through delivery, with results delivered on time. These experiences have strengthened my adaptability, teamwork, and leadership skills – qualities I'll bring to the program by taking the lead in team projects while incorporating feedback from others.

I'm excited to share my technological background and Apple experience with peers, whether through mentoring or collaborative projects. My independent work for relatives and friends inspires me to search for innovation in design, and I am excited to continue building my expertise with the program's rigorous curriculum. Whether it's customizing apparel or crafting unique products, I am constantly seeking ways to enhance both form and function. Eventually, I aim to create a community of fellow innovators who share a common goal to design meaningful, user-centered solutions. Through being a part of the M.S. IDBT program, I look to grow professionally and personally along with a like-minded community that challenges me to set an example for positive impact within industry and society.

PERSONAL STATEMENT FOR BOTH PROGRAMS AT USC (its tailored to MBA RN i will change the program name for my other one)

USC OMBA: We realize that each person is more than a list of facts or pre-defined categories, and we would like to recognize each individual's unique qualities and experiences. Please use this space to share any additional information about yourself that cannot be found elsewhere in your application and that you would like the Admissions Committee to consider when reviewing your candidacy for the MBA program. (word limit: 500)

Waiting has never been easy for me. I've never been one to remain still. I started working at age 15, partly just to earn some spending cash, but also so I could understand my future and push myself forward. I learned whenever I could. I grew. I developed. I didn't just wait for my future; I prepared.

I picked up my first digital video camera in middle school, eager to capture the world around me. Visual storytelling became my way of making sense of the world that surrounded me. I discovered how to edit, produce, and direct stories by myself, and I learned that memories could be relived by the press of a button. My growing talent for filmmaking led me to become the videographer for my high school's Associated Student Body. As a freshman, I helped my school win the California Interscholastic Federation Battle of the Fans. By my junior year, I became Lead Media Commissioner, and senior year, I became Chief of Staff, widening my leadership skills beyond media.

When I began sharing my videos online, they got a huge response, and I was motivated by the engagement. It was not about the comments and likes. It was knowing that my storytelling resonated with people. I had an epiphany: I did not want to just capture moments. I wanted to create stories that people cared about. I began studying marketing to connect the dots between creativity and audience engagement.

During this period of self-enrichment, I found a new way to take charge of my narrative by launching my own Etsy shop for customized merchandise. What started as a creative endeavor became an entrepreneurship as I learned to brand, market, and sell a product while staying faithful to my initial vision. This experience ignited my interest in business operations and reinforced my ambition to gain the leadership and strategic skills necessary to build something that will last.

My journey has been shaped by personal challenges. I battled anxiety and panic attacks throughout my life. There were days when getting out of bed felt impossible. But in that struggle, I learned a new perspective on the world. My camera was my therapy, a way to not only capture stories but to sort out emotions. It taught me that even when all seems lost, there is still a story worth telling.

Now, following years of mastering my craft and pushing myself to graduate early, I am ready to take the next step. The USC Marshall Masters of Business Administration program is not just another benchmark; it is my next story. I succeed in team-driven settings, have a deep curiosity about business and narrative, and am eager to refine my ability to tell meaningful stories in business. I want to learn from the industry's best, enhance my skill set, and continue challenging myself in the future. I am ready for the learning and development that lie ahead.

PERSONAL STATEMENT FOR UNIVERSITY OF FLORIDA

UF: Explain your purpose for graduate study, including your current degree goals and reasons for selecting a particular field of study. Submit a 400-500 word essay.

Within the next couple of years, I envision myself on a managerial career path working in entertainment, technology, or commercial real estate. My experience at Apple has taught me how to work under stress, guide teams, and solve problems. I developed sales and data analysis skills at Molson Coors, which helped me learn to understand consumer behavior and market strategy. Both of these experiences have equipped me with a special mix of skills: Apple taught me how to thrive in high-paced, innovative environments, and Molson Coors further enhanced my expertise in data-based and consumer-centric strategies. Combined, they have made me capable of solving intricate problems and leading with creativity and strategic vision.

The University of Florida MBA program will help me integrate my technical expertise, marketing acumen, and customer-focused experience, providing me with the strategic thinking necessary to succeed in such a dynamic field. I'm especially attracted to the program's mandate of bringing class learning to real-world business issues in the real world, which will enable me to translate what I learn in school into practical application in the world of business. I also anticipate benefiting from UF's high degree of diversity, including its accomplished faculty and successful alumni base. The rigorous curriculum of the program will sharpen my problem-solving and decision-making abilities to allow me to resolve business problems with confidence.

My long-term career aspiration is to reach a leadership role where I shape business strategy as a Chief Marketing Officer, Vice President of Strategy, or an entrepreneur. The UF MBA's entrepreneurial, innovative, and analytical mindset will position me to drive transformational growth in my desired industries. Outside of the classroom, I look forward to tapping into UF's extensive professional networks and mentorship programs to remain at the forefront of emerging trends and develop relationships with industry leaders.

To me, an MBA education at the University of Florida is not just about professional development; it's about being part of a dynamic, entrepreneurial community that thrives on teamwork and life-long learning. I look forward to adding value to this program, enhancing my global consciousness, and deepening my leadership qualities. UF's focus on experiential learning, complemented by its close industry ties, will equip me to successfully achieve the needs of leadership positions and build long-term value in my professional life. With a UF MBA, I'll be prepared to assume positions that will drive innovation and define the future of business in the coming years. With the program's balance of rigor, practical application, and strong networking, I will sharpen my leadership, gain new perspectives, and make a lasting impact while driving change in my industry.