



## University Admission SOP Sample for Canada MBA in Advertising - Account Management

While everyone else is annoyed by advertisements and skips every ad, I was pretty attracted to watching the entire ad being barely twelve years of age. Since my 10th grade, advertising to me has become the invisible hand that drives the modern industrial world forward. The current improvements in information technology have radically modified the realm of marketing, but has anyone wondered how people know its value? We know because it's visible on the mainstream, which is television, mobiles and computers. With the inception of globalisation, the whole world serves as one market. The surge or collapse of corporations and commodities has become necessarily conditional on the strength and success of their marketing campaigns. After retaining work experience of 7 years of part-time & full-time as an advertising specialist, I became enthusiastic about acquainting myself with the newer developments and practices in the advertising management domain.

My interest in the field is due to its emancipation in ideation and dynamic nature. In addition, advertisement has thrived into a multidisciplinary career that guarantees vast career opportunities. My first formal exposure came with my graduate degree in Visual Communication. As part of the course, I got oriented with conveying Unique Selling Point (USP), exposing me to video and audio forms. Later, I carried away with knowledge of television production, music production along with prominent visual communication. I have furthermore been enough during my undergrad to get an opportunity to serve as an asst photographer as well as an account manager, which was my part-time job accompanied by a well-known commercial photographer. I am also delighted in organising and managing advertising shoots with clients and specialising as a freelance ad filmmaker.

Later on, my sole ambition to start my own company in the advertising field and my previous knowledge regarding the advertising agency's working system heightened my quench of yearning to know more. I wished to know about the administrative part of the domain and chose my master's degree in an MBA program. It was my best chance to manage media companies, provide strategic consulting, and become a communications leader. Few topics encompassed search engine optimisation and marketing, data-driven management, social media communications, and enterprise surveillance. I've gained hands-on knowledge about internet safety, globalisation, and various media organisations to cover crucial topics experts encounter. I have been developing aptitudes such as Business Leadership, Mass Media Strategies and Media Design abilities applied in virtually any industry. Similarly, I learned how to deal with proficient digital communications for companies effectively and enjoyed my free time learning French.

Thriving and accomplishing my goals, I got working opportunities that drove my interest in the filmmaking path. My first job started as an assistant photographer and account manager at <Company>. I have been working for <Period>, dealing with editing videos and images and shooting for the same—carrier on communicating with clients and their requirements while fulfilling them, confronting hassles of work. I've handled the following client's <Names>. My years of experience taught me a lot which gave me the courage to step forth for the position of Brand Designer in the films department at <Name>. My tasks were producing films and photos for various marketing mediums as per the client's requirements. Being associated with audiovisual production and animation for <Company> and product videos under the same, I carried out specific processes, mainly creating the script, storyboard, and various levels of audio and visual production. Handling clients like <Name>, I've developed time management skills while succeeding in B2B and B2C deals experience, specifically in media sales and communication. While maintaining professional experience, I've acquired designing and editing in specific software like Premiere Pro, Afttractions and Adobe Illustrator.

With enormous knowledge in the field, and my growing passion for what I do, currently, I'm living some parts of my goal as a <Profile> at <Company>. From explaining product value to designing videos to promote clients' products and services. Conducting brand research, creating brand strategy & Building connections with consumers based on faith and respect, I've evolved throughout the way. At this point, I have handled clients like <Name>. In this capability, I assemble the management strategies of a company after assessing all the factors. This stint has bestowed me with in-depth and realistic perceptions of Advertising accounts and Brand Management as I've been acknowledging that the concepts we discover in an academic setting are just guidelines. Only an experienced mind can judiciously decide what must be comprehended and relinquished. Though I found this role challenging, it motivated me sufficiently to move towards improvement.

Presently, I desire to acquire further facets and nuances of Branding, Account management, Digital existence of Small & Huge Brands; I wish to understand the concept of brand creativity. With my industrial experience, I retain the analytical



knowledge of how advertising works in India. Among all the countries, I have chosen to pursue (the course) in Canada because I know that the Canadian advertisement market is among the ten biggest markets worldwide. Canada being a neighbour to another giant, New York, where <Agency's Name>, adds the cherry on top. According to industrial experts, Canada's ad outlay fortune is glancing bright as it is propelled to thrive in the subsequent years. The country will enable me to observe global cultural variety and endeavour in the advertising industry.

After doing my research, I find Humber university perfect. Its program concentrates on furnishing skills that encourage working with advertisement creatives comprising interactive graphic designers, copywriters, art directors, and suppliers, accentuating brand strategy. Openings to labour with Humber's in-house co-operative facility will enable me to begin building a professional network while labouring with pals on real-world briefs. My goal is to be a member of this university. Later, with its cooperation, I see myself coming up with advertising theories and formulas to make any campaign or brand successful. I wish to produce ads & win awards from advertising companies. My long-term goal is to lead an advertising firm of my own and create budget-friendly advertisements and help individuals in need by using advertising as a tool.

I assure you that I will prove a fantastic asset to the institution if given this opportunity. I am very hopeful about presenting my application and optimistic to hear from you.