**STATEMENT OF PURPOSE**

I am Kiran Thacheth Sunilkumar, a dedicated and motivated individual from Ernakulam, India. My academic and professional journey has been shaped by a blend of technical expertise and creative flair, culminating in my desire to pursue an MBA in Digital Marketing and E-commerce at ISTEC Business School, Paris, France.

My academic journey began at St. Albert’s HSS Ernakulam, where I completed my senior secondary education in 2015 with a commendable 65%. I continued my higher secondary education at the same institution, graduating in 2017 with 60%. Recognizing the growing importance of technology, I completed a certificate course in computer operation from G-Tec Computer Education in December 2017. This course laid the foundation for my interest in digital tools and technologies.

In March 2023, I graduated with a Bachelor of Arts in Animation and Graphic Design from Mahatma Gandhi University. This program allowed me to harness my creativity and technical skills, providing me with a comprehensive understanding of visual communication and digital media.My professional career commenced as an office executive at Perfect Engineers (P) Ltd, where I worked from March 2018 to November 2019. This role equipped me with essential office management skills and a deep understanding of organizational operations.

After completing my undergraduate degree, I joined Sun Blasting Co as a Graphics Designer in May 2023. Over the next year, I honed my skills in graphic design, working on various projects that demanded both creativity and precision. My tenure at Sun Blasting Co reinforced my belief in the power of digital media and marketing.

The world of digital marketing and e-commerce is dynamic and ever-evolving. My academic background in animation and graphic design, combined with my professional experiences, has prepared me to delve deeper into this field. I am particularly interested in the strategies and technologies that drive online consumer behavior and digital sales.

Pursuing an MBA in Digital Marketing and E-commerce at ISTEC Business School represents the next logical step in my career. ISTEC’s comprehensive curriculum, experienced faculty, and international exposure make it the ideal institution for achieving my goals. I am confident that the knowledge and skills gained at ISTEC will empower me to excel in the digital marketing industry.

Upon completing my MBA, I plan to return to India to leverage my expertise in the burgeoning digital market. I aspire to contribute to the growth of digital marketing and e-commerce in India, helping businesses navigate the complexities of the digital landscape. My long-term goal is to establish my own digital marketing consultancy, providing innovative solutions to businesses across various sectors.

In conclusion, my diverse educational background and professional experiences have uniquely positioned me to pursue an MBA in Digital Marketing and E-commerce. I am eager to join ISTEC Business School and embark on this transformative journey, confident that it will equip me with the skills and knowledge to make a significant impact in the digital world.

Sincerely,

Kiran Thacheth Sunilkumar