

## **STATEMENT OF PURPOSE**

My name is Prabhudev Cholayil, and I hail from the vibrant state of Kerala, India. My academic journey began in 2015 when I successfully completed my 10th grade at AKNMMA Memorial HSS School, followed by my Higher Secondary education at KHSS Thottara in 2017. Eager to further my educational pursuits, I embarked on a Bachelor of Business Administration program at Ideal College Of Arts and Science, affiliated with the University Of Calicut, where I graduated in 2021. Subsequently, I gained valuable professional experience as a Branch Manager at TOOTWO TOYS in Kozhikode, Kerala, from 2021 to 2023, where I honed my leadership and managerial skills. Building on this experience, I transitioned to the role of Business Development Executive at Bliss Worldwide Destination Management Pvt Ltd in Ernakulam, Kerala, from 2023 to the present, focusing on fostering business growth and client relationships. Now, driven by a passion for Digital marketing, I aspire to pursue a Masters in Management in digital marketing at the University of Presov in Slovakia, where I aim to further enhance my skills and knowledge to excel in the dynamic field of Digital marketing.

I opted for a Masters in Management with a specialisation in Digital Marketing because of my passion for understanding and leveraging the dynamic digital landscape to drive business growth. The scope of digital marketing in India is vast, given the country's rapidly expanding internet user base and the increasing importance of online presence for businesses. For instance, successful digital campaigns like those of Flipkart and Zomato highlight how effective digital marketing strategies can significantly boost brand visibility and customer engagement. My passion lies in creating innovative marketing strategies that blend creativity with data-driven insights to help brands connect with their target audiences. This program equips me with the knowledge and skills needed to excel in this field, positioning me to make a substantial impact on India's digital marketing industry.

The University of Prešov stands as a beacon of academic excellence in Slovakia, particularly in the vibrant city of Prešov. Its reputation as a top-tier institution is well-earned, supported by a commitment to fostering intellectual curiosity and innovation. By prioritising rigorous academic standards and fostering a dynamic learning environment, the university equips its students with the skills and knowledge needed to thrive in today's competitive global landscape. The institution's dedication to excellence is further evidenced by its impressive ranking of #74 in the prestigious Europe University Rankings - Eastern Europe 2024, a testament to its standing among the finest educational institutions in the region. With a rich history of academic achievement and a forward-looking approach

to education, the University of Prešov continues to attract students from around the world seeking a world-class educational experience.

I chose Slovakia for its unique blend of cultural richness, breathtaking landscapes, and promising educational opportunities. Slovakia's rich history and diverse geography offer a captivating environment for exploration and personal growth. Its central location in Europe also provides easy access to travel and exposure to a variety of cultures. Additionally, Slovakia's burgeoning economy and thriving academic institutions, like the University of Prešov, appealed to me as I sought to further my education in Marketing and Business Psychology. The prospect of immersing myself in a new culture while pursuing a prestigious degree in a welcoming and intellectually stimulating environment was irresistible. Opting for Slovakia was a decision driven by the desire for adventure, academic excellence, and the chance to broaden my horizons in a dynamic and culturally rich setting.

After completing my Masters in Management in Digital Marketing, I intend to return to India and work for a reputable firm specialising in digital marketing or advertising. Using the sophisticated tactics and insights I gained during my studies, I hope to contribute to effective digital campaigns and increase brand visibility for a variety of clients. My ambition is to work on unique projects that use data analytics and creative content to increase engagement and growth. In addition, I plan to keep up with changing digital trends and technology to ensure that my work remains modern and effective in the rapid Indian industry.

Warm Regards,

**Prabhudev Cholayil**