

Statement of Purpose

Applicant Name: Amalu Elizabeth

Program: International Marketing and Sales

Institution: FH Münster University of Applied Sciences

I am writing to express my strong interest in pursuing a Master's program in International Marketing and Sales at FH Münster University of Applied Sciences. With a solid academic background and professional experience, I am confident that this program aligns perfectly with my career aspirations. I am eager to deepen my expertise in International Marketing and Sales. My passion for global commerce and understanding diverse consumer behaviors drives my ambition to contribute meaningfully to the field.

Growing up in India, I was exposed to various cultures and business practices, which sparked my interest in how companies adapt their strategies to meet the unique needs of international markets. This curiosity led me to pursue a Master's degree in Business Administration at Mahatma Gandhi University, Kerala, where I learned marketing and international business. . During my studies, I was captivated by the dynamics of international trade and the role that financial decision-making plays in shaping market strategies. I completed an internship with Gabriel India Pvt Ltd, a ride control products manufacturing company. The time spent at Gabriel taught me the intricacies of market research, competitor analysis, and the importance of cultural sensitivity in crafting effective marketing messages.

My professional journey begins at NGA Human Resources, a leading multinational corporation. I have spent 3.5 years working as a Payroll Associate at Kochi, India branch, and currently working at Fragomen India Pvt Ltd, also a multinational US company having branches all over the world. My current role is Senior WIP and Disbursement Coordinator. In both the roles, I have had the opportunity to engage with cross- functional teams across various regions. This experience has not only honed my skills but also deepened my understanding of the complexities of global business operations.

To further my career, I am seeking to pursue a Master's in International Marketing and Sales to acquire advanced skills in international market analysis, digital marketing strategies, global business operations and cross-cultural communication. During my time at Fragomen, I learned to navigate diverse business environments and adapt strategies to meet local needs while aligning with global objectives. I am particularly drawn to faculty expertise and global network which align perfectly with my career aspirations.

My long-term goal is to work in an International Company, if possible, I will be rejoining at Fragomen, who helped to foster my career, a place where I can leverage my skills to develop and implement effective marketing strategies that foster global growth. I am excited about the prospect of learning from industry leaders and collaborating with fellow students who share my passion for international business.

In conclusion, I am committed to enhancing my knowledge and skills in International Marketing and Sales. I believe this program offers the ideal environment for me to achieve my professional goals and make a positive impact in the global marketplace.

Thank you for considering my application.

Sincerely,

Amalu Elizabeth