**STATEMENT OF PURPOSE**

My name is Kiran Thacheth Sunilkumar, and I was born on 13th March 1999 in Ernakulam, India. Throughout my academic journey and professional career, I have cultivated a strong foundation in both creative and technical fields, which I believe will empower me to excel in my future endeavors. I am now seeking to advance my knowledge and expertise by pursuing an MBA in Digital Marketing and E-commerce at ISTEC Business School, Paris. This program aligns with my long-term goal of building a successful career in digital marketing and e-commerce, contributing to the rapidly growing global market.

My academic background has provided me with a solid base in both business and creative disciplines. I completed my senior secondary education at St. Albert’s Higher Secondary School in 2015 with 67%, and later specialized in commerce, completing my higher secondary education in 2017 with 59%. Following this, I pursued certifications in computerized accounting (Tally) and computer operation (Windows, Word, Excel, and PowerPoint) from G-Tec Computer Education, which helped me develop essential technical skills.

After completing my education, I worked as an Office Executive at Perfect Engineering (P) Ltd from March 2018 to November 2019. This role allowed me to gain valuable experience in office management and sharpen my organizational and communication skills. However, my passion for creativity and design led me to pursue a Bachelor of Arts in Animation and Graphic Design at St. Joseph College of Communication, which I completed in March 2023 with a grade of B. During this time, I also had the opportunity to intern as a Graphic Designer at Inclusys Org Foundation from December 2022 to January 2023, where I learned to apply my design skills in a professional setting.

Upon graduation, I worked as a Graphic Designer at Sun Blasting Co from May 2023 to June 2024. This position allowed me to further refine my design abilities, gain hands-on experience in the industry, and develop an understanding of branding, digital marketing, and consumer behavior. Through these experiences, I have realized that the future of business lies in the digital space, and I am eager to be a part of this evolution by gaining specialized knowledge in digital marketing and e-commerce.

Pursuing an MBA in Digital Marketing and E-commerce at ISTEC Business School is the next logical step in my career. This program will provide me with the advanced skills and knowledge I need to navigate the digital landscape, understand consumer needs, and develop effective marketing strategies in the online world. I am particularly drawn to ISTEC’s focus on innovation, global perspectives, and practical learning, which will enable me to gain a deeper understanding of digital marketing tools and trends.

After completing my MBA, I plan to return to India and contribute to the growing digital economy. My goal is to leverage my expertise to help businesses transition to digital platforms, optimize their online presence, and enhance customer experiences through e-commerce solutions. I am confident that the education and experience I will gain at ISTEC will provide me with the tools and insights necessary to achieve these goals.

My mother will be sponsoring all the expenses related to my education, and I am fully committed to making the most of this opportunity. I look forward to the challenges and opportunities that lie ahead and am excited to contribute to the global digital marketing and e-commerce landscape.

Thank you for considering my application.

Sincerely,

Kiran Thacheth Sunilkumar