

Personal Statement Examples For MBA

Example 1

As a child I often accompanied my father to his small coin shop and spent hours watching him work. When I was older, I sometimes set up displays, waited on customers, and even balanced the books. This experience instilled in me the desire to own and manage my own business someday, yet I understand that the business world today is more complex. This complexity requires more education, and with that in mind, I am applying to the Master's of Business Administration program at Big Business School.

In addition to my helping out in my father's business, I have had numerous other work experiences that further enhance my qualifications for this program. My resume enumerates the various positions I have held at Kerasotes Theaters, Chili's restaurants, and my college's new Student Recreational Sports Center (SRSC), and what all of these positions have in common is an emphasis on serving the public effectively. Further, as an assistant manager at the Showplace 11 and a staff coordinator at the SRSC, I have gained valuable expertise in managing employees and creating work schedules. Both of these positions have allowed me to develop my sales and people skills, which are extremely important in an increasingly service-driven marketplace.

Not all of my work experience has been as a paid employee. Part of my volunteering experience at Middleway House, the local battered women's shelter, involved extensive work on computers, including word processing, organizing databases and creating spreadsheets. Also, I recently participated in an internship program for academic credit with the Eli Lilly Corporation in the personnel division. As a management intern, I was able to watch the workings of a major corporation up close and would like the opportunity to combine my experiences with the theoretical background available in the MBA program at Big Business School, with its emphasis on computers, marketing and human resources.

My successful internship is one element of my overall academic success as an undergraduate here at Belmont Abbey College, yet I have also made time for a variety of extracurricular activities, including working for my sorority and competing in intramural basketball. My positive experiences here have resulted in my desire to stay in Charlotte to continue my academic endeavors; furthermore, continuing my education here would allow me to make important business contacts, with the career goal of opening my own computer consulting firm in the Southeast.

Example 2

I am currently a marketing manager for [XX], a large cancer charity. I have held this position for three years. I am interested in studying an MBA to learn from industry leaders, and explore and share innovative ways of doing business through team projects. I am also keen to develop my management style and add consultancy and strategic thinking to my skills portfolio, in preparation for a business venture that I have in mind. This is to provide marketing consultancy to not-for-profit organizations.

During my business and marketing degree at [XX University], I took part in an enterprise challenge: to provide a social media marketing campaign for a local company. One of the judges was from [XX] and offered me a marketing assistant position, which I took up and worked in part-time for the duration of my degree. I was promoted within a year to marketing executive and completed my degree on a part-time basis to allow me to undertake this role.

My current role has involved devising a social media marketing strategy from scratch and, as a result, I contributed to a 10% increase in charitable donations over a two year period. This has required proactivity, negotiation skills and a great deal of diplomacy to persuade departments within the company to embrace a radical change in how the charity brands itself to an increasingly digital target audience. I lead a team of marketing executives and this has expanded as the company has boosted its online presence on tablets and smartphones. As I also see new marketing materials from inception to launch, I have to liaise with many departments in the company including technical specialists.

My strengths include innovation, excellent communication skills and an inclusive approach to team building. I devised an innovative way for members of the public to purchase egreetings cards which incorporate a donation to the charity with information on how that money would be used locally. I also built up links with large companies who wished to be associated with [XX] as part of their corporate social responsibility policy.

I have recently studied for the Chartered Institute of Marketing's (CIM) Professional Diploma in Marketing on a part-time basis while working. I have good time-management skills and a capacity for a heavy workload, and feel fully ready to take on study at an advanced level.

I am interested in the MBA principally because of the emphasis on collaborative and live business challenges. I feel that I could bring an enterprising and motivational approach to teamwork exercises from my previous management experiences. I am also attracted to the 900 hours of client-facing work through industry-based projects: I am particularly interested in the not-for-profit project option. In preparation for my intended business venture, I would wish to undertake a dissertation on the gap between public perceptions of not-for-profit organizations and the image that they strive to project. The not-for-profit project would provide the perfect platform to allow me to do this.

Part of my reason for applying to an MBA is to further develop my management style so I am keen on your modules to assess current skills and build additional ones, particularly practical consultancy skills and strategic thinking. [XX], the company that I currently work for, has an international presence so I welcome the opportunity for global study tours and global electives. I feel an MBA would enhance my enterprise, consultancy and strategic thinking skills and further my knowledge of the sector that I am keen to provide consultancy to.

After attending your open day, and talking to tutors and current students, I feel that I have sufficient knowledge to be certain that I have selected the most appropriate course. I look forward to further demonstrating what I could bring to this course at interview.