

“What separates good content from great content is a willingness to take risks and push the envelope.” A fantastic quote from the co-founder and CEO of HubSpot, Brian Halligan. I believe this is a great quote because it really represents a person who is willing to do anything to make an impact on a company, person, or mission. I relate to this quote because I’m always willing to go the extra step in furthering my knowledge for my passions in my life. Digital Marketing is one of them.

Being an undergraduate student studying Graphic Design, I’ve noticed how everyone is impacted by the visuals of art. Whether that’s in a social media post, an art show, anything regarding art. I’ve also noticed that Digital Marketing works greatly with Graphic Design. This type of field really fascinates me because there’s so much more to it than what most people realize. You have to study what an audience wants on their social media platforms and how they engage with that content. I’m really interested in Southern Utah University’s program because the objectives really suit my goals and what I want to achieve through this higher education. My goal after gaining a Master’s is to become a social media manager for a company that has great morals and objectives they want to accomplish. Another goal is to combine both my graphic design and digital marketing knowledge to create a greater impact for not only these fields but, eventually the world and allow others to connect through my content. Both of these fields are art and I intend to share my art with others. Maybe one day, someone will be inspired by these two great industries and become a successful person because of the influence it has on people.

Growing up, I have always been interested in art - throughout my childhood and teenage years, I would create as much art as possible. Going through the college years, I’ve developed a new fascination that allows me to expand on creative outlets - which is social media. I’ve always loved the aspect and the background knowledge of what makes social media what it is today. My hopes for this program are to have more of an understanding of the ins and outs of digital marketing itself, as well as, learn how to be more collaborative with the people around me that are also in this industry. While researching and talking to a representative for SUU’s, I realized this is the type of program that would fit me best and that would go with all of my goals for a

graduate program. I am determined to succeed in this field, as it is a career I would like to pursue for the rest of my life. Southern Utah University can allow me to achieve this goal of mine.