

Statement of purpose admission essay examples

[Business](#), [Industries](#)



I have had a lifelong interest in the field of information technology and this has had a tremendous influence on my academic and career choices. Having attained dual Bachelor's degrees in Engineering and Mathematics, I have been employed in the IT industry for over 18 months. In addition, I own and run an ecommerce site that is the mainstay of my ambitions. Attending Carnegie Mellon's MSIT eBusiness program will be a major step in fulfilling the goals that I have set for my future in the IT industry.

I have always been spellbound by the past paced growth the IT has witnessed in the past decade and the manner in which it has molded the face of modern day businesses. I decided to pursue a future in this industry quite early in my life and chose to educate myself in a befitting manner. Between the years 2007 and 2011, I attained two degrees, BS in Engineering and BA in Mathematics, from SUNY Buffalo University and had a 3.0 GPA. However, while my interest lay in cutting edge technology and software, I realized that my engineering degree had a focus on hardware. As a result, I did not feel any sense of accomplishment and had to acknowledge that I needed to take immediate corrective measures if I was to successfully pursue my dreams.

The first step that I took in this direction was to relocate to Silicon Valley, in hopes of finding a solid foundation in the heart of innovation and entrepreneurship. Without any family or friends to support me, I explored the corporate IT sphere on my own and clinched a job as a Localization QA at Apple, Inc. While my work at Apple gave me practical experience and exposure, I was attracted to realm of ecommerce. I believe that although there has been a great boom in the number of ecommerce sites in recent

years, its true potential still remains untapped. I identified the translation industry that could witness great success through ecommerce. While this industry is highly dependent on online transactions today, it is not as competitive when it comes to online competition.

Having identified which path I wanted to take, I launched my own start up named South Bay Translations, registering it at Delaware, and presented it as the ideal solution for technical translation. However, as I began constructing my website I realized that, despite my experience and education, I still lacked the technical and business skills required to successfully operate my ecommerce site. My website was basic in its design and lacked the seamless yet complex development that such sites require today. Further, I was unable to drive traffic to my site using state of the art methods such as SEO and online marketing and had to rely on traditional networking to win clients. Although the business generates moderate income, I believe that it is capable of delivering much more if operated efficiently.

The MSIT eBusiness program is renowned for offering its students knowledge to practical experience. I believe this is the ideal approach for me as I need to apply to my business the skills that I acquire during the program. The program offers education on building web applications, search engine optimization, mobile applications and user interfaces, all of which I am eager to learn. Conversely, I feel my business can prove to be an effective testing ground of the success of the ideas and processes that I develop during the course, allowing me as well as my peers to gain real-world based knowledge.

I sincerely believe that my association with Carnegie Mellon's MSIT eBusiness program will be a mutually beneficial one, wherein I will be able to acquire the skills and knowledge I need to run my ecommerce site successfully, and the program will benefit from my practical and ongoing experience.