**I consulted, edited, and helped storyboard these college essays based on the student’s interests and background.**

**Describe your personal and/or career goals after graduating from UIUC and how your selected first-choice major will help you achieve them.\***

I will move to Kashmir upon graduation. I’ll explain. My deep-seated passion for marketing perfectly complements my love for travel. Travel is an integral aspect of my identity. A transformative experience occurred during a family trip to Kashmir when I observed the surprisingly low number of trekkers on its magnificent trails. This was perplexing given the region's stunning landscapes, ideal weather, and remarkable safety conditions (today). It saddened me that Kashmir was often overlooked as a typical tourist destination.

Throughout high school, I cultivated business expertise. I aim to hone these skills at UIUC. My vision post-graduation involves marketing Kashmir’s travel agencies. I will diagnose the underlying causes of the region's low tourism numbers, formulate a plan of action, and leverage the distinguished UIUC marketing curriculum to solve the problem. I hope to share the unparalleled beauty of Kashmir with the world, enticing more travelers to partake in its wonders.

**Explain, in detail, an experience you've had in the past 3 to 4 years related to your first-choice major. This can be an experience from an extracurricular activity, in a class you’ve taken, or through something else.\***

With sweaty palms, I faced three unimpressed judges, my mission clear: convince seasoned business professionals that my company had promise. I was competing in DECA, America’s top business club. My role as a manager meant pitching strategies to boost performance. I started off with dry facts. The judges frowned. I realized to reach the front line, I had to focus on the ‘bottom line.’ My key points were data analysis, resource alignments, and consumer insights. Boring. Mid-presentation, I transformed them to: "Digging into the numbers," "Getting our ducks in a row," and "Customer is King." The rebranding was successful, propelling us to State and Nationals. It dawned on me that, in that pivotal moment, I harnessed core marketing principles to grab judges' attention while delivering my message effectively. This experience illuminated the power of marketing in capturing hearts and minds, and it's precisely why I'm driven to pursue it further.

**You have selected a second-choice major. Please explain your interest in that major or your overall academic or career goals.  \***

It may not seem like it but my first-choice (marketing) and second-choice (dance) major are very similar. A buzzword one could use to describe marketing is storytelling. This exact buzzword can also be applied to dance. Dance is the communication of stories via facial expressions. I have been practicing Barathnatyam, Raas, and Bollywood dance for 8 years. These dance forms, each with its unique style, are masterful at conveying emotions and storytelling. While Bharatanatyam and Raas rely on precise footwork and intricate hand gestures to narrate ancient tales, Bollywood dance thrives on dynamic movements and vibrant expressions to bring modern narratives to life. These diverse dance forms capture the beauty of emotion and storytelling, adding depth and variety to the world of dance. Since UIUC’s dance program offers an “integrated and individualized approach to undergraduate studies of dance” I am confident it will be the perfect place to expand upon my dancing dreams.