

THE APPROACH

ARE YOU “FIT” TO APPROACH AN EMPLOYER?

F

Your favorite part of your most recent experience

I

The improvement you wanted to make

T

The transition you made/want to make

EXAMPLE

My favorite part of the BYU Advertising program is the creative freedom to develop campaigns that resonate with audiences.

I aim to improve advertising by exploring new ways to leverage social media and digital platforms authentically.

I want to use my skills at Crumbl to enhance the brand's presence through engaging storytelling and customer-centric campaigns.