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Workamajig Scholarship

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Creativity

I have always been a super creative person, Creativity has always been my outlet for years. If I was painting, drawing, sculpting, writing songs or designing something it has always been something that made me happy. When I found out I got accepted into the Digital marketing program at FIDM I was beyond excited. As a creative person and actor I understand how important using social media as a creative outlet and a huge part of marketing. I plan to use my marketing and creative drawing skills etc. To help stop the spread of un reasonable standards in our society.

Through working on online projects and social media accounts I have always made sure it is aesthetic to the eye and also practical. The other thing I will always take with me creatively and into my digital marketing degree is spreading awareness to things that are looked down upon. For example, having different people be represented in a creative format. Everyone should be able to look on social media and Television and see themselves in the content. The content and should not have a negative impact on a person because they look differently.

Though my creative endeavors I have found so many ways I can help make the world a better place. For example, when I post a tiktok speaking about taking everything slow and it's okay to have bad days. This small act of me putting out words on a creative platform can make someone's day. The impact that we as humans have on each other is something so huge that not a lot of us realize. Not only does art and our words have an impact on other's but also the way

brands market products. I believe the more creative a person is the more they get to express themselves and put out something unique into the world.

Through my creative endeavors and learning about marketing I hope to always have a positive message be brought from what ever project I work on. I hope that I can change how markets are going about marketing their products. Many projects target women stating that they need to look or wear a certain thing to be considered beautiful. I hope to try and create a less judgmental market system when it comes to marketing which will help uplift women and others being targeted in marketing or online platforms.

In the end, creativity and creativity in the marketing industry can be helped to change the world in such an impactful and uplifting manner. I hope to use my creative talents to uplift women and not make marketing a target of bringing others down. I hope that I can impact the Industry in some way to showcase my art work in ways that will change it. While in the 50's marketing a makeup product by stating it makes you look flawless worked I know that now as a society we need to pull it all together so that we can be treated as humans in the marketing industry. I hope this helps with making up the switch in social media and marketing to make the world a better place.