

CLIENT PROFILE: FASHION PLANNER WITH MEDIA ASPIRATIONS

ACADEMICS

College: Ivy League school
GPA: 3.3 to 3.5
Major: English
Other Activities: Ran campus conference, community service
GMAT: 680 to 710

PERSONAL/OTHER

Hometown: Midwest
Hobbies: Writing, Music
UNIQUE PERSONAL EXPERIENCES: Worked in fashion as planner, had article published in major newspaper
Community Service: Led seminar teaching media to formerly imprisoned men
Recommenders: Prior bosses, a professor

WORK EXPERIENCE

Industry: Fashion
Years of Work Experience: 4.5
Functional Experience: Planning/operations, forecasting software
Analytical Experience: Moderate analytical experience
Management Experience: Managed projects, not people

GOALS

Stretch MBA Programs: Harvard, Wharton, Stanford
Short-term goal: Media strategy/marketing
Long-term goal: Entrepreneurship: build digital media company

CHALLENGES

- Limited undergraduate exposure to quantitative courses
- Not clear on initial interest for business school and has difficulty articulating
- Unclear short-term and long-term goals
- Limited analytical prowess and quantitative score on GMAT trailed verbal section

PRIMARY ADMIT ADVANTAGES

- Application Strategy
- Developed a realistic professional path for short-term and long-term goals based on reception of MBA degree and produced cogent rationale
- Differentiated the candidate by focusing on her unique communication assets and ability to offer it in the classroom
- Highlighted candidate's analytical ability by focusing her recommenders on key analytical projects she completed and rapid promotion
- Re-oriented lack of professional management experience with her focus on community service and writing leadership of different groups

RESULT: HARVARD, WHARTON AND STANFORD ACCEPTANCES!