

**CLIENT PROFILE: CONSULTANT WITH DREAMS OF GLOBAL RETAIL MANAGEMENT**

**ACADEMICS**

College: Small Midwestern USA liberal arts college  
GPA: 3.3 to 3.5  
Major: Economics and Math  
Activities: Affinity group leader, various roles in school offices  
GMAT: 700 – 720

**PERSONAL/OTHER**

Hometown: Large Asian country  
Hobbies: International travel, learning new languages and volunteering  
UNIQUE PERSONAL EXPERIENCES: Worked towards full college scholarship and high school awards despite not speaking English when immigrated from Asia  
Community Service: Active volunteer at various local organizations and through work  
Recommenders: Current manager and client

**WORK EXPERIENCE**

Industry: Technology consulting  
Years of Work Experience: 4  
Functional experience: Retail training and technology integration  
Analytical Experience: Technology specification and system design  
Management experience: Meaningful cross-border project management experience

**GOALS**

Stretch MBA program: Duke  
Short-term goal: Global strategy consulting firm  
Long-term goal: C-suite marketing executive at a global retail company working internationally

**CHALLENGES**

- Underdeveloped and unclear essays
- Reserved personality
- Small, unknown undergraduate program with average GPA

**PRIMARY ADMIT ADVANTAGES**

- Worked on establishing a brand, focused on project management experience, international experience and community service work
- Provided detailed outline for structuring essays and attacking essay questions based on pre-established personal brand and character traits
- Conducted repeated simulated interviews to improve confidence level

**RESULT: DUKE MATRICULATION WITH A \$25K SCHOLARSHIP!**