

Dear Sir/Madam ...

I read your essay with ****. Writing 250-word essay is difficult, and the essay must be very directed, and concise. Generally your grammar and word selection were good, but it was revised to sound more professional.

First Essay Critique:

This is a clever approach, as most people do think of racial and ethnic diversity, and it provided a good segue into discussing your talents. Some of the phrases were too informal for a formal essay (i.e. "grew out"), and were changed to be more professional. Also, some of the word choices could be better if you selected derivative words. (i.e. "inter-person skills" becomes "interpersonal skills").

This essay is now 216 words.

This essay is now very professional and concise, and conveys the message you intend. I sincerely hope you found these revisions useful.

XXX

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UNEDITED

Today the word diversity most commonly means ethnic or racial diversity.

Although I myself am ethnically diverse, I also believe I am diverse in a more important way: I have a variety of passionate interests and skills that keep me active and engaged in life. My intellectual interest in **** management grew out of my **** science major, which led me to begin thinking about the way that people make decisions. My strong base in the humanities and social sciences has been useful time and again when developing marketing strategies in creative and innovative ways.

The working experience in full-service **** agency equipped me with several professional abilities. First of all, by working closely with the research and creative team, I am able to perceive the consumer insight and know the way to make effectively marketing communication. Second, by assisted the development of media plan, I am familiar with the operation of **** media and communication channels. Moreover, with the opportunity to arrange and execute several key product promotion campaigns, I learned the integrated communication practice in the real world. Last but not least, frequently teamwork developed both my leadership and communication skill. My strong inter-person skills made me can motivate colleagues to work as a team in any circumstances.

REVISED:

Today the word “diversity” most commonly implies ethnic or racial diversity. Although I will contribute to the ethnic diversity of the U**** campus, I am diverse in a more important manner: I have a variety of interests and skills that differentiate me from other students. My intellectual interest in **** management evolved from my study of **** science, which led me to begin analyzing how people make decisions. My strong foundation in the humanities and social sciences has been essential for me to develop marketing strategies in a creative and innovative fashion.

My work experience in a full-service ****agency equipped me with several professional abilities. By working closely with the research and creative team, I have learned to better perceive insights into consumer behavior, and to develop more effective marketing communication. By assisting in the creation of a media plan, I am familiar with the operation of **** and communication channels. Furthermore, I learned how to integrate communications in a competitive environment, as I have had several opportunities to arrange and execute several key product promotion campaigns. Finally, by interacting with other team members, I have expanded both my leadership and communication skills. My strong interpersonal skills allow me build consensus, and to motivate colleagues to work as a team toward a common goal.

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