

"Believe in your infinite potential. Your only limitations are those you set upon yourself "
Roy T. Bennett

After securing my baccalaureate in experimental sciences in summer 2019, business studies were clearly not among the "classic" options on the table as a next step. But once I have taken the time to think wisely about my career goals and to ask for advice from business professionals, choosing this path became an evidence.

In fact, as long as I can remember I have always been interested in marketing and communication techniques. I like the way companies would come up with innovative ideas to attract consumers and develop their loyalty. Thus, I wanted to be part of this creative process and bring my touch to such projects. Added to that, I am also fascinated by the fashion and wellness industry especially the luxury industry. The attention paid to every single detail and the high quality of standards characterizing this industry have always amazed me.

Once my first academic year at IHEC started, I was aware that a career in marketing and branding would not only require excellent academic results but also strong communication skills and a versatile extracurricular experience. In order to contribute to my university community life, I began by joining the JFE ("Jeunes Femmes Entrepreneurs") which is an organization that supports and promotes feminine entrepreneurship. I had the opportunity to meet successful businesswomen from various sectors and was excited to learn about their achievements and business strategies.

Following this first experience, I knew I wanted to learn more about this passionate entrepreneurial ecosystem. Luckily for me, I was introduced to the TAEF Fellows Program and was selected to join Flat6Labs marketing and outreach team. Flat6Labs internship offer was the perfect fit as it combines the two particular fields I am interested in: entrepreneurship and marketing.

I am truly honored to be part of this amazing Fellow Program and the Flat6Labs team, especially from the first year of university, and I am looking forward to being an active member in this network during the coming years.