

The Soraya Amy Jackson Foundation Scholarship

Andrewlyn Gooden

Updated Goals

During my first year of university I, along with numerous new students, began a journey to know ourselves. To 'Know thyself' is the key to success, as it allows us to be at our maximum potential for benefit of others and self. As such I have discovered that, it is my immense desire to equip myself educationally, through that of Integrated Marketing Communications in which I can then benefit my homeland by enhancing the interconnectedness of other nations in this globalized age.

My goal is to promote the importance of Jamaican owned business and organizations to the people of today as well as to create my own personal brand. I believe that through interconnectedness with other nations and continuous investment, we can continue to develop our nations. I wish not only to create financial security for myself and my family but also to develop the land I love. It is my personal belief that education and knowledge is power and the key to social mobility, development and modernization of the people of any nation which may be enhanced through interrelationships with others. As such, through this determination, I will help to make the Jamaican Society ultimately a better place for everyone to live