

Student Profile:**ARIEL
EVERSOLL**

CLASS OF '09
GLOBAL BUSINESS,
MARKETING

**Outside Her
Comfort Zone**

Ariel Eversoll describes herself as quiet and reserved, which makes it that much more remarkable to learn how she is spending her senior year as an SGML student at ASU.

With graduation just around the corner next spring, she is participating in some not-so-introverted experiences before she earns her B.S. in Global Business with a concentration in marketing.

“I wasn’t really involved in the first three years of school and I’m breaking out of that rut,” Eversoll says, describing what once was her daily schedule of class, homework, work. “I didn’t get that much out of it. I knew there was a lot more I could get out of this experience. That’s when I decided to join AMA.”

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Eversoll joined the American Marketing Association last spring and was appointed to a one-year term as president in May. Her fears about running for this position gave way to a stronger desire “to grow personally and professionally” and contribute to AMA — a success story she credits in part to encouraging instructors.

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her comfort zone — practice that paid off. Soon after, she challenged herself again with an experience that this time took her even further — literally.

After nearly two solid days of traveling, Eversoll reached her destination, Turkey. It was here where she, along with 16 other SGML students, spent three weeks traveling, taking classes for credit, and meeting with representatives of American businesses, including JPMorgan and Merck & Co., Inc., who shared their experiences of doing business in Turkey.

“I had never traveled and thought ‘I need to do this,’” Eversoll says, strongly recommending the study abroad program to other students. “We did so much in three weeks. A lesson I learned is you have to be open-minded. We work on American standards here. When you go to another country, you have to let those standards go and don’t go in with preconceived notions. (The trip) made me really appreciative of what we have here.”

In light of her goal to be more involved in her education at ASU, Eversoll recently quit her job admitting patients at a hospital to free up her schedule, took out more student loans, and is currently looking for an internship. While she hasn’t decided what company she’d like to work for post-graduation, she’s sure about one thing: “I really would like to travel with a company, definitely overseas.”🌐