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### The Jiffy Lube "Teen Driver" Scholarship

I first became interested in business because of my dog, Genevieve. On a whim, I created an Instagram account for her when I was 12 years old. I took glamour shots of my doodle, wrote out some witty captions, and posted them to her account with no expectations. I never imagined that she would reach 1,000 followers in the first month! I posted weekly to grow her account, at which point several brands reached out to me to advertise their products and services. I wrote product reviews and started a blog to create in-depth collaborations. Later, I was invited to be a guest blogger for various websites, giving advice on starting an Instagram business, staging impactful photos, etc. Eventually, I collaborated with a marketing agency that began to funnel personalized campaigns my way. I soon began to get paid by global brands such as Petco, Kay Jewelers, Chewy, and Avocados from Mexico, and I even worked on a Super Bowl campaign. Today, the account has over 25,000 followers.

Thanks to Genevieve, I discovered that I enjoy marketing and that I want to pursue a career in business. Additionally, I have learned a foundational set of business skills that I can build on moving forward – brand management, product positioning, campaign development, negotiation, and many more. In the future, I plan to use these skills to pursue and promote sustainability within the business industry.

I strive to explore and understand the intersection between business and social responsibility. In my IB Theory of Knowledge course, I focused my senior oral presentation on sustainability within the fashion industry and evaluated different stakeholders who were involved in the Rana Plaza Garment Factory collapse in Bangladesh in 2013. As part of my research, I performed a holistic evaluation of consumers, workers, governments, and businesses in order to assess who was responsible for the lack of distribution of shared knowledge. It became clear that there are major socio-economic effects when workers' rights, environmental stewardship, and other core principles are neglected and that there are significant impacts throughout the supply chain, from the acquisition of raw materials to the distribution of finished goods and services. Through my research, I discovered that I want to somehow narrow the gap between consumers and businesses and enable an open-communication system so that information can be exchanged effectively and coherently. As such, I plan to pursue a business degree with a concentration in

marketing so that I can help facilitate this information flow. Most importantly, I know that I will not sacrifice my personal values, either as a consumer or as a business representative. I want to break the pervasive fallacy of personal incredulity and establish a world in which there is a symbiotic relationship between business success and upholding the greater good. Difficult to imagine, yes. But not impossible.