



Personal Essay

The pandemic has been a tough time for businesses all over the world. My family's business is no exception. When the pandemic hit, we had to close our doors and lay off most of our employees. I was suddenly thrust into a new role of running our social media account. It was up to me to keep our customers engaged and informed about what was going on with our business. It was a lot of responsibility, but I managed to rise to the challenge. Our social media following grew, and we were able to weather the storm. The pandemic has been brutal on everyone, but it has taught me a lot about resilience and adaptability.

Introduction

At first, I was overwhelmed by the responsibility. I had no idea how to run a social media account. But I quickly realized that the key to success was just myself. I started sharing updates about what was going on with the business, as well as my own personal thoughts and experiences. And to my surprise, our customers were incredibly engaged. They appreciated the transparency and the opportunity to connect with me on a personal level. In many ways, running our social media account during the pandemic was one of the most rewarding experiences of my life. It taught me a lot about myself and gave me a greater appreciation for the role that our business plays in the lives of our customers.

Personal Experience

Running my family business' social media gave me a new level of confidence. I was no longer just a little girl with pigtails; instead, I was a young woman taking on new responsibilities and learning quickly. This experience showed me that I was capable of handling important tasks

and that I could be counted on to help grow the business. Furthermore, it taught me the value of hard work and dedication. Seeing the results of my efforts firsthand was incredibly gratifying, and I am grateful for the opportunity to have had this experience. It is something that I will never forget and which has helped shape me into who I am today.

This experience helped me develop skills that I use today in my job as a content creator and live show host. Thanks to the pandemic, I became a more confident and competent person. And for that, I am grateful. Before the pandemic, I never would have thought that I would be running my family business's social media accounts. However, when the lockdown happened, my dad was suddenly faced with having to shut down his brick-and-mortar store and move everything online. At first, I was really hesitant. I was not sure if I could do it. Nevertheless, my dad assured me that he had faith in me and that he knew I could do it. So, I took a deep breath and said yes. It was actually a really great experience. Not only did I develop skills that I use every day in my job as a content creator and live show host, but I also became a more confident and competent person. Thanks to the pandemic, I grew in ways that I would never have thought possible. Moreover, for that, I am grateful.

From a young age, I was taught the importance of hard work and determination. My parents instilled these values in me as they ran their own businesses. I was eager to put my skills to use and contribute to the success of the business. What I did not expect was how challenging it would be. There were days when it felt like I was never going to catch up. But I kept at it, determined to succeed. This experience made me realize how much more perseverant I have become since my parents first taught me the value of hard work. Now, I am confident that I can overcome any challenge that comes my way. Thanks to my family business, I have the skills and determination to achieve anything I set my mind to.