

Viola Echere

ERUA Student Ambassador

Field of Studies: Masters in Digital Entrepreneurship

Hobbies and interests: I enjoy travelling, immersing myself in different cultures and exploring new places. My academic interests include storytelling, content creation, video editing, and marketing, particularly how digital media can be used to inform, engage, and build communities.

Motivation to become an ambassador for ERUA:

I joined the ERUA Local Board during my first semester at Viadrina, where I had the opportunity to serve on the social media team.



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Working in an intercultural environment gave me valuable experience collaborating with students from diverse backgrounds while contributing to meaningful projects in a professional setting. It also allowed me to experience firsthand the inclusive community and the many opportunities ERUA offers for personal, academic, and professional growth. Being part of the Local Board showed me that ERUA is more than an alliance of universities; it is a community that encourages collaboration, dialogue, cultural exchange, and innovation. Through this experience, I met inspiring people from various countries and cultures, broadened my perspective, and developed skills that continue to shape both my academic and personal journey.



These experiences inspired me to become an ERUA Student Ambassador. Having benefited firsthand from the opportunities, dialogue, and international collaboration that ERUA provides, I want to help other students discover and make the most of them. I am motivated to raise awareness of the academic, cultural, and professional opportunities available through the alliance and to encourage students, especially those who may not yet be familiar with ERUA to get involved. My goal is for more students to feel informed, connected, and empowered to engage with ERUA, build international networks, and create experiences that will positively shape their academic and personal journeys, just as ERUA has shaped mine.

