Serving others is the joy of my life



Shima Yoshida
Sat, October 2, 2026, at 9:00 AM MDT 5 min read



Courtesy of Eugenia Aguero Fredriksson

At 6:30 a.m., Eugenia Aguero Fredriksson's day begins with a morning prayer with her husband, Facundo. She hurries to the kitchen to prepare lunch for their children, Eva and Ana.

While Eugenia prepares the food, Facundo wakes the children and helps them get ready for school. By 8 a.m., the family is on the road. After dropping off their children at daycare and elementary school, Eugenia and Facundo drive to Ensign College, where they are both students.

On the drive to school, Eugenia is thinking about the coming Wednesday: their 10th wedding anniversary.

“That’s crazy. I think because we’re very intense for us, like starting very young in another country, starting both growing like a family because he’s a student, too. So, everything has been very intensive. That doesn’t feel like 10 years,” she said.



Courtesy of Eugenia Aguero Fredriksson

Eugenia’s educational path

When she arrives at school, Eugenia waits for the elevator, hoping it will arrive quickly so she can make it to class on time.

She studies digital marketing. She loves the program because it is not simply about learning theories. Because many of the instructors are working professionals, Eugenia feels they teach her how things work in the industry.

One group assignment involved creating an actual advertising campaign for a charity, then executing the campaign, analyzing the data, and measuring the results.

The assignment was challenging, but she loved learning skills she could use in the real world.

Before coming to Ensign, she enrolled in the BYU Pathway program in her home country, Argentina. She wanted to learn English. She also wanted to learn something to benefit her future career. One day, Eugenia encountered a statement from Elder Bruce R. McConkie that stayed with her:

“We consecrate our time, our talents... to the cause of the Church; such are to be available to the extent they are needed to further the Lord's interests on earth.”

“One thing that I learned. There is the knowledge that we receive while studying, we have to put that to help others. And that’s something that has really mentored me. And something that is always in my mind when I learn something, and I want to apply,” Eugenia said.

Discovering a way to serve

She sees potential for entrepreneurship in digital marketing because she can do much of the work from home.

“When I came here first at Ensign, I was doing medical assistance. But I changed the program, because I wanted to be more at home for my kids.”

That means a lot to her because she can also contribute to the community while taking care of her children.

“You can apply (digital marketing skills) wherever you are. I think digital marketing is a global language.”

Soon she finds opportunities to put those skills into practice while juggling her responsibilities as a mother, wife, and student.

She helped her sister and her friends prepare to open their daycare businesses by creating websites and social media marketing.

They didn’t know how to reach potential customers. Eugenia stepped in to help. She was excited to share what she had learned in her classes and use it to help her sister and a friend.

It took her many hours to build their website and marketing materials, but she was delighted to see people finding the daycare through the new online platform.

“I know that my part was probably 30%, and the rest was hers. And with my friends, too. I was helping her all this time. And it was incredible how people can contact her and know that her daycare exists because of social media, Google Ads, and the marketing that we are doing. And I really like that.”

She was so proud of the work because she had found a way to use that knowledge to help someone else.



Courtesy of Eugenia Aguero Fredriksson

Learning how to serve

Now, Eugenia is challenging herself by helping another friend promote their painting business. She is drawn to opportunities to help because serving others is deeply rooted in her nature.

But she is also learning that she cannot say yes to every opportunity.

Her daughter, Eva, has recently expressed a desire to spend more time with her mom. Eugenia has been trying to meet her needs, but she also feels frustrated about balancing time with her and doing all the household chores, cooking, homework, and taking care of her business. She knows she doesn't have enough time to do it all.

Still, saying no is difficult for someone who finds genuine joy in helping others. She wants to fulfill her responsibilities as a wife, mother, student, entrepreneur, and Primary teacher.

At one point, the weight of those responsibilities became overwhelming. Instead of trying to carry everything on her own, Eugenia sought counsel from her bishop. She talked about her desire to find a better way to consecrate her time and talents while continuing to help others.

She feels relieved after the conversation and is looking forward to receiving professional counseling. She hopes it will help her gain greater wisdom about where and how to use her talents.

Eugenia knows she may not always get it right. But she doesn't want her struggles to stop her from serving.

Years after first encountering Elder McConkie's words, Eugenia is still trying to live them.

She said, "I will find those opportunities around because I know they are there."