



ANDREA LEON

Director of Marketing, Fall 2019

INTRODUCTION

Hello ALPFAmilia! I am honored to have been nominated for the position of Director of Marketing. It is an honor to have the opportunity to serve an organization that offers such great value to its members. ALPFA offers amazing networking and professional development opportunities, at our chapter, at other chapters, and at the National Convention. I've also had the life-changing experience of finding a family in ALPFA that is always welcoming, supportive, and encouraging. It has been a privilege to serve as your Director of Correspondence this semester. I continue to experience immense growth here, and I want to help other members have that, too.

QUALIFICATIONS

I have been very involved with ALPFA in my two semester at CSULB and have gained knowledge and experience relevant to this position. Especially through my experience this semester of serving as a board member, I gained a thorough understanding of ALPFA's goals and how it works. I can also use my relationships with current and past board members as a resource. Through the newsletter that I was in charge of as Director of Correspondence, I made it a point to showcase what our organization offers and what it's about. I have further experience of presenting the work of an organization to others by contributing to the newsletter of Beta Alpha Psi & Accounting Society for two semesters. I understand the significance of sharing messages to hundreds of people, as I did with emails and newsletters this semester as DoC. If elected, I will carry what I learned in all these experiences to the Director of Marketing position.

VISION

My goals within the role of Director of Marketing are to bring in new members; maintain the connections we have with members, alumni, and others through our social media sites; and update the photos of our brochure and website, and provide photos for the newsletter. I will create a recruiting schedule, which will include being at summer events like SOAR and COB Day if possible. It will also include setting up our table at the COB and speaking in lower- and upper-division business classes at the beginning of the semester. This will increase our exposure to freshman and new transfers. I want to keep Member Monday to continue showing our appreciation of members, share flyers and/or photos of events in a timely manner, and respond promptly to questions asked on our social media sites. I will also work with the Director of Correspondence and the Vice President to update photos in our brochure, website, and BeachSync and have photos for the newsletter in an accessible place. Overall, I want everyone to see who we are. We are a family whose members empower each other and help each other succeed. I know that when people see who we are and what we do, they'll want to participate in or support ALPFA, and our family will only grow stronger.

Thank you for your time and consideration.