

# Director Of Marketing



## Daniel Martinez

### Introduction

Hello ALPFA board, my name is Daniel Martinez. I'm grateful for the nomination for the position of Director of Marketing. I am entering my final semester at CSULB as an Accounting major. I have been an ALPFA member officially this Fall 2019 semester but have been around the organization and their events since Spring 2019. One of the ALPFAMILIA members told me to come to one of the meetings Spring 2019 semester and loved the energy that was being given out. The family-like feeling I was getting was the reason why I kept coming back. I love what ALPFA is doing for its members when it comes to preparing them for the real world and getting insights on what to expect which is important to success after schooling is completed.

### Qualifications

This past semester, I had the pleasure of working with Andrea, the Director of Marketing, creating the videos for Instagram. We worked together and recruited ALPFA members to be apart of our videos throughout the semester. I have attended events to take pictures and videos such as Lunch with Professionals and ALPFAMILIA day. Being on the committee with her has shown me what the duties are to be the Marketing Director. As well as having five years of experience in aerospace manufacturing and managing employees, it will help me with communication and planning process with the students.

### The Vision

As ALPFA continues to grow bigger, I want to leave my footprint and improve it more with social media since it plays an essential role in today's society. Most students use Instagram, so we must continue spreading the message of ALPFA through it. I want to continue expanding the videos and edit them more in detail this upcoming Spring semester. I will strive to bring out the best of our members with the videos and grow their confidence in speaking. One of the big projects that I have in mind is to create an ALPFA video that can be used during recruitment, such as COB day. Also, this video that shows who we are as an organization can be played when going to classrooms and talking about ALPFA to get students informed and wanting to join the ALPFAMILIA.

