



JA

JULIAN AGREDANO

DIRECTOR OF MARKETING: SPRING 2019

WHO I AM

I am a freshman seeking a bachelor's degree in accounting with a double minor in forensic science and criminal justice. I love to watch/play soccer, go to the gym, and spend time with my family.

WHY D.O.M.

After switching majors, I wanted to become more involved and find a community I could feel welcomed in. After attending the speaking engagements and events this entire semester, I felt and saw the unity and goals of ALPFA. Therefore, I chose to run for this position because I want to not only give back to the community that gave me so much, but also portray the unity and goals of ALPFA to other people through social media to help ALPFA grow and bring new members in.

QUALIFICATIONS

INSTAGRAM PAGE

I ran a soccer Instagram page that I started from scratch and accumulated a good number of followers after a year. I am very familiar with Instagram and Facebook analytics to achieve a greater number of followers for our social media platform.

SAINT ANTHONY'S CONFIRMATION PROGRAM

I am part of the board of this program that coordinates confirmation classes for about 100 students every Saturday. Being involved in this opportunity helped me understand the process and structure of an organization like ALPFA where the entire board works together to achieve a goal for our students.

MENS SUCCESS INITIATIVE

Being part of this community targeted to help minority students coming into a four-year university, taught me great interpersonal and social skills by communicating my educational experiences to minority students to increase graduation rates.

GOALS

As Director of Marketing I plan to bring in new firms to increase the opportunities available to our students. I also plan to increase our social media following on all platforms by encouraging students to share and follow our profile by doing contests on all our social media platforms. During the week of welcome, when students are signing up, I will ask them to follow us and give them little incentives. I will also be constantly active though the week bringing updates and reminders for our followers and keeping the tradition of member of the month. Most importantly, I want to give ALPFA widespread recognition by working with other organizations and firms. Expanding our name is essential to bringing in new members and business opportunities to our ALPFAmilia.



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