



Leslie Ruiz

Director of Marketing
Spring 2019

Empowering Latino Leaders

Introduction

Hello everyone my name is Leslie Ruiz and I am excited to be in the running for Director of Marketing for the Spring 2019 semester. As a current accounting major graduating in May of 2020, and a first semester ALPFA member the ALPFamilia has welcomed me with open arms. Through ALPFA I was able to breakout of my comfort zone and foster a network of supportive and encouraging peers that pushed me towards my goals while also continuing to develop professionally.

Qualifications

Between balancing school, working part-time, and volunteering for youth soccer time management was a key facet to my success this semester. Learning to prioritize school work while creating practice schedules really tested my ability to balance all aspects of my life. Thanks to my work on my high school newspaper I have prior experience with social media management and club recruiting. From posting bi-weekly on social sites to tabling at open houses marketing played a major role in obtaining new members. Through that experience, I have also learned how to co-ordinate and work with fellow members to ensure that the business team was running smoothly and had all events planned out. With this position, I would highlight outstanding members on ALPFA's social media sites and keep all members interested by posting in a timely fashion.

Future Plans

As Director of Marketing I will focus on the growth of the organization by actively recruiting members through classroom engagements. Handing out flyers and encouraging lower-class men to get involved. As well as encouraging those students to follow us on Facebook or Instagram. To let active members know they are appreciated I would recognize the member of the month on ALPFA's social platforms. This would encourage other members to attend more speaking engagements while also making them feel more comfortable within the org. In addition I would work closely with other board members to get community service up and running which we could then advertise on social media platforms as well as give back to the community.