

# Martin Cruz

DIRECTOR OF CORRESPONDANCE

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## INTRODUCTION

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## QUALIFICATIONS

**WHO I AM:** I'm a Junior seeking a bachelor's degree in accountancy. I thoroughly enjoy the time I spend in school, social gatherings, theatres, and restaurants. I became a member of ALPFA to build a close network of people and to eventually secure an opportunity in a firm. I have done exactly that with the aid of ALPFA members over the course of five semesters and I firmly believe in lifting as we climb.

I was previously the Operations Coordinator, so I'm very familiar with the workload associated with our board positions and I am confident in performing highly in this position.

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## WHY D.O.C.

This position plays a crucial role in the success of our members by keeping them informed and up to date on recent news and events. I absolutely enjoy my interactions and building meaningful relationships with everyone and this position will allow me to build them that much by serving and adding value to an organization that has provided me with so much.

Also, I have attended many local, regional, and national ALPFA events so I hope to serve as a resource in that regard as well.

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## GOALS

**As Director of Communications,** I plan to inform our members about events and reminders regarding ALPFA on a systematic basis via email and through our monthly newsletter. I also plan to work with fellow board members to promote our organization more outside of the accounting realm and the college of business in general. This organization has opportunities like no other and I look forward to showcase these in hopes of expanding our presence throughout campus.

Furthermore, many of our members are accounting majors and I want to make it clear that sure, there are great opportunities in public accounting, but there's also so much more beyond that. ALPFA is a tremendous organization with tremendous opportunities and as DOC I will make sure our emails get this message across.