



BRIANNA CUDMORE
Candidate for Vice President Marketing
HSA Elections 2022 – 2023

My name is Brianna Cudmore, and I am currently in my third year of study at the Haskayne School of Business concentrating in Marketing. Since November 2021, I have been one of the four Marketing Directors working alongside Anika, and have completed lots of marketing material for the HSA Instagram, created a newsletter, as well as made edits to the HSA website. I believe that I would be the perfect candidate for the VP of Marketing as I am a strong communicator, relationship builder, confident, trustworthy, and thorough. I have plenty of experience running social media platforms and making websites including Instagram, Facebook, LinkedIn, Tik-Tok, Wix and Squareup. I have run these platforms for two to three business accounts in the past and have successfully grown their audience and engagement. I also have a lot of experience with Canva in creating posts, posters, logos, and newsletters. I have prior experience in managing a team, as I am currently a part-time office manager for a small business. This position has helped with my time management and communication skills which are ideal for my role as a VP. Going into my final year of study, this would be the perfect opportunity for me to be more engaged with the school community outside of my academics. As the last two years were predominantly online, I feel that I missed out on several invaluable opportunities and this position is my last chance to compensate for that. I also have a strong social network within the student community which I believe will help me gain more engagement online and involvement in our events going forward. Currently, I am helping to start up the HSA Tik-Tok, which I have enjoyed making but haven't had the chance to do as much as I'd hoped to do with it. I would love to create more marketing materials for the platform in my VP position by collaborating with other clubs. I will also utilize reels on Instagram more for promoting events, by either having a slide show of previous events similar or having someone be a part of the clip to talk about the event.