



FALIHA PANJWANI
Candidate for Vice President Marketing
HSA Elections 2022 – 2023

Hello Haskayne Students!

My name is Faliha Panjwani, and I am running to serve as your next Vice President of Marketing for the Haskayne Students' Association. I am currently a second-year business student intending to concentrate in marketing. This year, I had the wonderful opportunity of serving as a Director of Marketing for the HSA. In this role, I have been engaged firsthand in creating marketing content and other related duties and will be using this experience as a foundation for the role of VP of Marketing.

If I am elected as VP of Marketing, I hope to improve current marketing strategies and implement new marketing initiatives by:

Further Utilizing Pre-Existing Social Media Platforms

Social media platforms such as Facebook, Instagram, LinkedIn, and others have always been at the forefront of marketing for the Haskayne Students Association. I plan to continue using these social media platforms by enhancing the flow of content and providing consistent content. Along with that, I plan to work with the VP Academic to use other platforms in order to promote and post more content to reach more audiences and increase user engagement.

Having Updated Resources Available

A big part of student engagement is providing access to campus-wide resources as well as keeping these resources updated and easily accessible. I hope to have this in-depth list of updated resources readily and constantly available to all students to provide more structured support to the students of the Haskayne School of Business.

Starting a Student Spotlight

I believe that students of the Haskayne School of Business are high-achieving individuals whose accomplishments should be recognized. I want to create a way to showcase and spotlight a Haskayne School of Business student so that your achievements can be recognized and celebrated!

Obtaining Feedback to Improve Student Engagement

Creating marketing content and building a strong foundation requires consistent feedback which can help improve events, general day-to-day affairs, and engagement. I plan to promote a more feedback-inclusive culture by asking for consistent event-specific feedback as well as having a survey for general feedback. I hope to incorporate this feedback and work with other VPs to further improve events and other activities.

I would like to thank you for taking the time to read my platform and considering me as a candidate for this position! If you have any questions or concerns, please feel free to contact me at faliha.panjwani@ucalgary.ca.