



**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](mailto:faliha.panjwani@ucalgary.ca).