

Statement of Interest. Please include a personal statement of candidacy outlining your interest in SABANY and your goals for your term (maximum 300 words).

I am interested in the position of Vice-President of Public Relations as I bring both experience and a vision new and engaging content. As I held the position for two years from 2022 to 2024 and from my prior experience, I understand the commitment, collaboration, and thoughtful perspective required to serve effectively. My time in the role deepened my understanding of how the Board shapes priorities, advances SABANY's mission, and ensures its communications and initiatives are meaningful, engaging, and aligned with the organization's goals.

In my current role, I work closely with Marketing which gave me valuable insight into the process of creating content for an organization, from developing clear messaging to considering audience, tone, timing, and overall impact. I understand the importance of content feeling purposeful, polished, and aligned with an organization's identity.

If elected, I would bring both experience and fresh energy to the position. My goal would be to help make our content more vibrant, engaging, and reflective of the organization's voice and community. I would be honored to serve again and contribute to the continued growth and visibility of the organization.