Public Relations At UVU

I believe that I can add a large amount of aid by serving as the Public Relations Chair for UVUSA. As a marketing assistant, I have had a good amount of experience with PR and other marketing campaigns. I believe that with my knowledge of organic and paid traffic, search engine optimization, and graphic design skills, I can help improve the UVUSA social channels as well as the general public view of UVUSA.

I believe that through growing the social channels we can reach more people and create more follower engagement. I would also like to start a UVUSA YouTube channel, mainly describing the various events we create and also a type of “Behind the Scenes” at UVU. I have helped Waterford grow their YouTube channel to reach over 70 million views, and I believe I can achieve similar results with UVUSA. I also want to create a digital marketing newsletter, I want to push out content to subscribers that we generate through the website and have information for events, opportunities, and various other information.

I believe that I can add a experience and leadership as the Public Relations Chair, and I am fully committed to serving UVUSA.