Public Relations Chair Action Plan

For the public relations chair I believe I can add a wide variety of skills to help improve the marketing and public relations procedures at UVU.

I believe that through:

* Targeted marketing
* Analytic tracking
* Marketing Funnels and Drip Campaigns

I can help identify the key target audience for UVUSA to increase social media engagement, online web traffic, and event attendance. By creating a trackable lead funnel through the use of reputation management software I believe that I can help UVUSA understand which events create the most online and in person traffic, retrieve the best return on investment, and overall which events students want to participate in and which events seem to attract less attention and student-satisfaction.

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Description automatically generatedI’ve attached a few images of how I’ve improved the online presence of the company I currently

work for.

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