

Brianna Smith

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May, 2027

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Dear Brothers of Alpha Kappa Psi,

My name is Brianna Destiny Smith, and I am a 3rd-year transfer student majoring in Marketing. I thrive in creative, strategic, and service-oriented roles where I can use data to tell meaningful stories, craft marketing communications that resonate, and organize events that bring people together. As an only child, I have always sought opportunities to surround myself with motivated, like-minded people who push me to grow. Witnessing the dedication and perseverance of those around me has instilled in me a relentless work ethic and the belief that hard work, not luck, drives lasting success. Guided by my personal motto, *things can always be worse*, I stay positive through challenges and refuse to give up, whether it's navigating the transfer process, applying to organizations, or pursuing my career goals. I want to join Alpha Kappa Psi to gain lifelong friendships, develop skills like public speaking and interviewing, and contribute to a community of principled leaders striving for excellence, integrity, and positive impact.

I believe my experiences align with Alpha Kappa Psi's mission to develop principled business leaders. As Fundraising Chair for the Golden Women's Network, I launched fundraising initiatives and collaborated with a team of five to plan Homecoming events that strengthened alumni engagement. Serving as Membership Chair for the FAMU National Sales Network, I organized more than four professional workshops and networking events that connected over 100 students with industry professionals, increasing member participation in mentorship programs by 20%. During my marketing internship at The 223 Agency, I designed and executed over 30 data-driven campaigns, boosting client engagement by 25%. Additionally, as a marketing intern for FAMU Athletics, I led sponsor activations and organized fan engagement events that improved sponsor satisfaction by 15%.

Alpha Kappa Psi's commitment to brotherhood, knowledge, integrity, service, and unity resonates deeply with me. I am especially inspired by your emphasis on leadership development through initiatives like the Principled Business Leadership Institute. With my background in event planning, marketing, and fundraising, I am eager to contribute by organizing professional development workshops, case competitions, and community service projects that help our chapter and members grow.

Thank you for considering my application. I would be honored to interview and discuss how I can contribute to Alpha Kappa Psi's mission while gaining the lifelong skills, friendships, and professional growth opportunities your organization offers. I am fully committed to the rushing process and can't wait to bring my dedication, positivity, and persistence to this brotherhood.

Sincerely,

Brianna Destiny Smith



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The Professional Business Fraternity