



## **Graduate Student Government Marketing and Social Media Chair**

Thank you for your interest in becoming the GSG Marketing and Social Media Chair.

The Marketing and Social Media Chair will work closely with all other members of GSG to promote all GSG events. The Marketing and Social Media Chair will manage current and new innovative social media platforms including CUInvolved, Twitter and Facebook. The Marketing and Social Media committee will use social media sites to create a strong social media presence and to bring more attention to GSG's events

The Marketing and Social Media Chair shall serve a term of one calendar year starting January and lasting until December. Applicants should not apply if graduating before December.

**GSG applicants must be in good disciplinary and academic standing with the Graduate School.**

**The Marketing and Social Media Chair will receive a stipend for their service to the GSG.**

**The Graduate Student Government is made up of the President, Vice President, Treasurer, Secretary, CSU Representative, Service Chair, Social Chair, Internal/External Affairs Chair, Marketing and Social Media, and Student Life Chair.**

Committee Chairs shall:

1. Attend all GSG All Member Meetings.
  - a. Committee chairs shall miss no more than 1 GSG All Member Meeting per semester.
2. Support the events, activities, and traditions of the students and the university through participation and attendance.
3. **Each committee chair shall attend all GSG events planned by their committee.**
4. Have the option to serve on ad-hoc committees of the GSG.
5. Represent the concerns and issues of the graduate student body.
6. Uphold the mission of Creighton University and advocate the rights of the graduate students.
7. Propose resolutions and acts for the GSG.
8. **Form committees made up of Creighton graduate students. Committees will consist of a minimum of 3 members**
9. **Schedule and attend committee meetings a minimum of once per month**
10. **Plan a minimum of 2 events in the fall and spring semesters and 1 event in the summer semester.**
11. Committee chairs shall send the minutes from their committee meetings to the Vice President

For information about GSG, please read the GSG Constitution found at:  
<https://www.creighton.edu/gradschool/currentstudentinfo/gsg/documents/>

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**PLEASE NOTE: THE FOLLOWING INFORMATION PROVIDED WILL BE MADE AVAILABLE TO OTHER GRADUATE STUDENTS ON THE GSG WEBSITE AND ON THE ELECTION BALLOT**

Name: **Pacis Bana**

Net ID (this will not be made available to other students):

Program: **Masters of Business Intelligence and Analytics (May 19)**

When did you begin graduate school at Creighton? **Fall 2017**

Why would you be a good candidate for this position?

**I have a good grasp in running Social Media and Email marketing campaigns using tools such as Facebook, Twitter, MailChimp, SurveyMonkey and Hootsuite. I also have experience analyzing the numbers behind every campaign which helps in increasing interaction and getting to know the audience better. In addition to this, I am able to come up with visual graphics and suitable GIFs.**

What experience or qualifications do you possess that would help you serve in this position?

**I have had experience managing William Penn University Computer Club Social Media accounts, and Working at the Technology Association of Iowa as an Office Intern.**

List potential goals and ideas for the position:

- **We need to reach people more efficiently so that they know what is going on**
- **Provide quality content worth retweeting**
- **Analyze the numbers and see how we are doing**
- **Increase participation GSG events**

Besides graduate coursework, what other time commitments do you have (jobs, organizations, committees, etc.)?

**I am a graduate assistant to Dr. Beverly Kracher in the Heider College of Business**

If elected, I understand and accept the duties of the office. Also, I understand that my application will be made available online to all Graduate School students.

*Pacis Bana*

10/19/2017

Signature

Date

Please return this form to the President of GSG.