

MARY MCCLEAN

FOR SOCIAL MEDIA SEC

ABOUT ME

Hi! I'm **Mary**, a **business management** student, currently studying abroad at the University of Minnesota, and I would love to be your next **Social Media Secretary!**

I have a strong interest in **digital media, marketing**, and content production. I also enjoy being current with **trends** and producing **engaging content**.

It has been such a **joy** to be a member of WILS, and I would love the opportunity to assist in showcasing everything that the society has to offer online!



SKILLS

- Strong interest in **marketing and social media**
- Creative and aware of current **trends and content styles**
- Self-assured when utilizing platforms such as **Instagram and TikTok**
- Organised and regular in posting
- Enjoy contributing ideas to life and working in a team.

WHY ME?

- I want to make WILS **social media more active and exciting**
- I understand what makes **content interesting and shareable**
- I'll make sure posts are **original, consistent, and on-brand**.
- I'm **approachable** and always open to suggestions **from members**.

MY IDEAS

- Increased **interaction** material
- **Improved event promotion** to encourage attendance
- Emphasising members, **events, and accomplishments**
- **Trend-based content** to increase engagement