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Loyalist College Student Government

Belleville

**Subject: Letter of Intention for Student Vice-President, Marketing and Communications
Position at Loyalist College, Port Hope**

Dear Members of the Loyalist College Student Government,

I am writing to express my sincere interest in serving as the Student Vice-President of Marketing and Communications at Loyalist College. With a deep passion for marketing, communication, and student advocacy, I am excited about the opportunity to contribute to the vibrant student community at Loyalist College.

Throughout my academic journey, I have been actively involved in various extracurricular activities and leadership roles, which have equipped me with valuable skills and experiences. I have a keen understanding of the importance of effective communication and strategic marketing in engaging and empowering students.

As the Student Vice-President of Marketing and Communications, I am committed to representing the interests and voices of my fellow students. I believe that open and transparent communication is essential in fostering a strong sense of community and promoting student engagement and involvement.

My vision for this role is to enhance the visibility of student initiatives, events, and opportunities through innovative marketing strategies and compelling communication

channels. I am eager to collaborate with student organizations, clubs, and departments to effectively promote their activities and initiatives to the wider student body.

Furthermore, I am dedicated to leveraging social media platforms, newsletters, and other digital tools to facilitate dialogue, gather feedback, and amplify student voices on important issues and concerns. I believe in the power of storytelling and advocacy to create positive change and build a more inclusive and supportive campus environment.

In addition to my passion for marketing and communication, I bring a strong work ethic, creativity, and a collaborative spirit to the role. I am committed to working closely with the Student Government team to address the needs and priorities of students and to make meaningful contributions to the overall student experience at Loyalist College.

Thank you for considering my candidacy for the position of Student Vice-President of Marketing and Communications. I am excited about the opportunity to serve my fellow students and contribute to the vibrant and dynamic community at Loyalist College.

Sincerely,

Nidhi Kalia