

Leandra Trydal, OMS-I

Public Relations Director – Letter of Intent

Dear Students of Touro COM Middletown,

With this letter, I am submitting my candidacy for the position of Public Relations Director for the Student Government Association at Touro COM Middletown.

The Public Relations director position is a relatively new role within SGA. I can provide excellent outside experience and insight to expand the existing foundation of this position. As public relations director, I would be responsible for maintaining the schools various Facebook accounts and pages, school website, apparel, and monthly newsletters/student of the month. This is a task that I am confident I can excel in.

Prior to my journey to medical school, I worked for the Walt Disney Company as a social media marketer and special events coordinator. It was my job as a social media marketer to run the Facebook pages for Disney Junior, Disney XD, and Disney Channel, as well as host media campaigns for upcoming events. In my role as a special events coordinator I worked with various vendors to plan and execute events from small business meetings to helping plan the American Music Awards and Oscars of 2011. I believe that my professional background makes me uniquely qualified to uphold the position as Public Relations Director.

Since interviewing at Touro, I found that this campus has a distinct familial quality that cultivates support and comradery amongst its students. As a first year I have seen just how powerful this attribute is. As the PR director, I will help to grow this connection between the students and faculty. I believe that I can effectively fill the role of PR director and grow this emerging position to become an influential ambassador for the school on a local and national level.

Thank you for considering me for your Public Relations Director at Touro COM Middletown.

Sincerely,

Leandra Trydal