

# Vote Fatia

## For Imperial ACS Marketing Officer



### About Me

- I'm a Yoruba Nigerian
- In first year studying Biomedical Engineering
- Making content, music, cinema and trying new things



### My Manifesto (in a nutshell)

My understanding and presence on TikTok and Instagram allowed me to reach the right audience. "Are you that girl from TikTok?" was the most common conversation starter I have received this year. I take this as a testament to the power of authentic content creation which is leading marketing towards our generation.

I pride myself on fostering a genuine community which is what I want to continue to build for our ACS online. I want to ensure every ethnic group in our society feels included, and increase outreach by showcasing our community. I want our image to be fun and inviting, to make prospective ACS Imperial members feel welcome and increase engagement.

Vote for me and I'll ensure our society doesn't only have a presence online but one with a recognisable personality that feels authentic and honours us.



### My Ideas

- More frequent posts and story uploads
- Transparent event communication on all platforms
- Surveying what members would like to see
- Representation of more ethnic groups
- Debriefs, interviews and fun video making with members (no passive engagement)



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