

**Student Name: Lakshanyaa Ganesh**

| Date & Term       | Skill                          | Experience   | Situation   | Task  | Action   | Result  | Relevance  |
|-------------------|--------------------------------|--|---|---|--|---|--|
| 2023/04/14<br>W23 | Media Monitoring, Co-operation | Communications Co-op at BC Infrastructure Benefits | I was responsible for sending out the daily company-wide newsletter that summarized relevant political articles and social media content.   | I had to be trained on using the media-monitoring platform Meltwater to track down articles and tweets that are the most relevant for those in our company to know – as a crown corporation responsible for hiring in the trades, news related to infrastructure and political updates are important. | I took initiative in reaching out to my co-worker who had been responsible for the newsletter prior, requesting training, and she also connected me with our contact at the Meltwater platform who I set up a meeting with to get further training in this area. With their help, I was able to pick up on this skill pretty fast. | As a result, I was able to send out the daily newsletters to the entire organization using Meltwater, and also have a better grasp on the media monitoring do's and don'ts.   | This experience has helped me feel more comfortable in reaching out for help and seeking training, and also has furthered my interest in media monitoring and that aspect of communications and media – I've previously had no experience with the platform or with media monitoring in general but it's definitely something I am interested in pursuing in the future. |
| 2023/04/14<br>W23 | Leadership                     | Communications Co-op at BC Infrastructure Benefits | One of the regular campaigns we do is Humans of BCIB, where we interview different tradespeople and get their perspectives on the industry and tell their unique stories on the platform. | I pitched taking on a HOBCIB myself from start to finish, where I would conduct the interview, clean up the transcript, write the copy for our channels, and make the graphics for the posts as well.   | I had previous experience in writing, editing, and graphic design using tools like Photoshop and Canva, and I wanted to showcase my skillset through taking on a HOBCIB story from start to finish. I was able to reach out to Chris Jones, a site representative for one of BCIB's infrastructure projects and interview          | I received feedback from my manager, our communications director, and our government partners. There is an extensive approval process to share to our channels since we are a Crown Corporation, but the posts are set to be published by the end of April. | This process and experience taught me a lot about how I work and cooperate with others, especially since I had to communicate with various different people to schedule the interview, conduct it, and seek approvals for the various content pieces. I feel a lot more confident in my ability to take point on a project for a larger                                  |

|                   |            |   |   |   |   |   |  |
|-------------------|------------|---|---|---|---|---|--|
|                   |            |   |   |   | him, flesh out the transcript according to our previous template, and write the copy/design graphics for our social channels.   |   | campaign and organization, and lead/execute on it from start to end.   |
| 2023/04/14<br>W23 | Leadership | VP Marketing at UBC Media Studies Association | As Vice President of Marketing for UBC MSSA, I am responsible for promoting our events to foster community and mentorship opportunities between the different Bachelor of Media Studies cohorts. For our final event, the executive team was running behind in planning and allocating resources for the event. | As the lead for the marketing team, I was responsible for designing and printing stickers for the event, and also creating promotional material for our social channels, all within the span of a week – I had to maximize our time to not only garner as many participants to our event. | I pitched the idea of designing free BMS-themed stickers to attract as many participants as possible. I worked with the 2 other marketing coordinators to brainstorm and design the stickers, as well as order and pick them up. I was able to promote the event traditionally through our social channels, and also made use of word-of-mouth to recruit as many of my friends to attend the event as possible and encouraged the other executives to do the same with their cohorts as well. Because of my increased bandwidth, I was also able to help our event executives with ordering catering and set up on the day of the event. | Despite the short turnaround, I led the marketing team in designing 4 new sticker designs to attract members. There was also a turnaround of around 25 participants to our event, which was a 10% increase from our average attendance. | Taking more responsibility in promoting and executing this event has given me more tangible experience in leadership. I feel more confident in the more logistical aspects of executing events, and also ignited my passion for leadership as I had to take point in determining what was most important in promoting this event and making it happen, and these skills that I've gained will serve me well as President of MSSA in the 23-24 school year. |