

Hola!

My name is Andrea Martos, but my friends call me **Lulu**. I am a 1st year PhD student in **Biochemistry**. I would love to be the next Communications and Publicity Officer for the MCR. One of the things I value the most of being a Churchillian is how the motto '**Be part of it**' truly permeates into the students community: I am already feeling *part of it* despite of being a rather new member. With your support, I will work to bring a step forward the feeling of belonging to such an encouraging and supportive community. I will do so following the 3D's strategy: **Discover, Design, and Deliver**.

Discover: I will work in line with other officers to identify new opportunities to raise awareness about how students can get the most out of their years at Churchill. There will be short-term tasks (getting ready these flyers for a Facebook event, preparing a poster for that conference) and more long term ones (can MCR website look prettier? Can we create a consistent branding for the MCR content?).

Design: I am self-taught in photography, video (pre- and post-production), web development and graphic design (illustrator, inDesign, Photoshop, and now learning animation...). I have used these for commercial work, doing the media for dozens of scientific conferences and networking events of +200 people, branding development for business, website design for startups, corporate photography, and copy-writing (i.e. writing promotional texts for events and products). I believe some of these can be applied to make more engaging, visual and well-known the activities organized by the MCR (fresher's week, conferences, guest nights, etc).

Deliver: I am quite familiar with social networks which I mostly use to promote science. Believe it or not, despite being Spanish, I can keep the message down to 280 characters on twitter! I have also worked very close to the press so I am familiar with the process of delivering a message to broad audiences.

It will be my pleasure and an honour collaborating with the MCR community as your new Communications and Publicity Officer.

Andrea