

Leadership

Leadership is a skill that I acquired when I obtained my Head of Marketing position for the professional development organization, *Women In Business*, at the University of Central Florida. To begin with, *Women In Business* is an organization that was founded by women to empower and offer guidance to other women on their professional journey. I joined this student association because its core values and attributes resonate with mine. Receiving the Head of Marketing role was a great honor that contributed to expanding my leadership skills by expanding my innovative marketing skill strategies to increase the club's growth and implement strong communication with the other board officials.

Innovation is an essential skill that can benefit many aspects of a project or organization and I'm honored that *WIB* was able to give that chance to me. Change is vital for a positive transformation. As a leader, it is important to decipher what modification will give the best outcome. As Head of Marketing, one of my responsibilities is increasing and improving social media engagement. Updating the socials by changing the color scheme and removing old unrelated posts was the best strategy for attracting potential members. To efficiently increase engagement, I use the story options to advertise events. Innovating and transforming the *WIB* social media resulted in a 200% increase in followers within the first two months on Instagram. This showcases the crucial impact of innovation and how I was able to lead by selecting the best options to achieve my goals.

Communication is a skill that every leader should implement when working on various projects. These skills are the main structure that holds the outcome of a successful project and a strong organization. I must practice these skills daily as an official officer to guarantee victorious

projects and events. As the Head of Marketing, another responsibility is generating eye-catching posts that attract attention. Before developing the post or flyer, I communicate with the board to understand the event in detail. This is beneficial because it limits any error when fabricating the marketing visual, ensuring accurate details. Communicating before curating a post has contributed to being able to develop and promote twenty-five or more marketing visuals a month.

Obtaining this leadership role and executing innovation and communication skills has productively evolved my leadership development and has positively pushed my creativeness to become an effective leader within *Women In Business*.