

[RUOH WEN *for* PUBLICITY OFFICER 2019]



Ruoh Wen Cheong

Natural Sciences (Physical) | Trinity Hall

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Second choice: External Officer

Proposer: Vythilingam Siva Shanmugam (Trinity Hall)

Seconder: Xuan Yi Ng (Selwyn)

WHY ME

- **I do a LOT of design.** I was editor of my high school newsmagazine and did graphics and design for my college yearbook. Currently doing design for a travel magazine (Escapade) and publicity for an upcoming Cambridge theatre production (Romeo x Juliet).
- **Chronic wrist pain from tracing analog sketches** into GIMP2.0 (it's like Photoshop, but free)
- **An eye for aesthetics**, happy to take photos for your insta.
- **A reliable, productive** team member who actually makes things happen. Held a bunch of leadership positions and so am great at admin work and deadlines.
- **Khazanah-Cambridge Scholar** (2018 cycle)

WHAT I AIM TO DO

I believe publicity is one of the things that really make or break an event, therefore I hope to deliver a **professional level of advertising** for all future events. If LSE can do it, we can do it too.

- Actual use of the dormant CUMaS Instagram account (alongside Facebook and cumas.org) for **event promotion, documentation, and engagement beyond the CUMaS sphere**
- Closer collaboration with other societies in organising **functions**
- Maintain the weekly CUMaSKini newsletter to keep everyone updated and involved(!)
- More stash (!!)