

THAQIF ARIS

FOR PUBLICITY OFFICER

Hi guys!

I'm Thaqif, a fresher studying HisPol at Caius, and I would love to be your publicity officer!

Currently, I work as a publicist for a Kuala Lumpur based creative collective (Do check us out @mulazine on Instagram!)

My main focus is to tailor our social media platforms to appeal and engage to a wider public. Particularly, by the assimilation of pop culture aesthetics which would allow CUMAS to adopt a more youthful character.

I also see the potential within our SocMed platforms to encourage applications from applicants of relatively under-served backgrounds.



My ideas:

To increase engagement with prospective students by introducing more Instagram Q&A sessions and "day in the life" stories.

To increase content by developing a social media roll out schedule which targets at least 1-2 posts per week. Posts would focus on topics surrounding the application process, submissions by CUMAS members, events, etc.

To improve the diversity of Malaysian applications to Cambridge by shedding light on the realities that make up the application process. I feel that there are a list of myths and biases on the "exclusive nature" of Oxbridge that disincentivizes applicants, especially amongst those who do not feel that they fit within the "ideal Oxbridge student" prototype. I would like to promote our social media platforms as a highly approachable digital space for prospective undergraduates to ask for any questions, advice, and feedback.

To revitalize our image as a cool, young, and vibrant community by the utilization of modern aesthetics to resonate with younger audiences. (My favourite artist is SZA so that might give you an idea).

Proposer: Su Shien Ng, Newnham College
Seconder: Juliana Ganendra, Downing College

If you have any questions, feel free to contact me at tab67@cam.ac.uk <3