

My name is Keith Corprew, I am in the MFA Creative Practice Programme, and I am running for the position of Brand and Communications Officer for the 2023-2024 Trinity Laban Students' Union.

One of the most important values that I have committed my life to is the formation and sustaining of community. I recognize that no community can exist without identity and communication. As Brand and Communications Officer, I will work to ensure that the Students' Union supports the vision of connection and community across the faculties of the conservatoire through ensuring a clear brand identity that represents the diversity of our student body, providing clear and engaging communication that supports our individual and collective flourishing.

My qualifications for this role are evidenced through my prior work experience as a higher education administrator responsible for content creation, graphic design, and communication at Morehouse College in Atlanta, Georgia. As the VP of Dance, I have also worked to increase the SU's social media engagement through research and implementation of different graphic design tools and marketing strategies. The skills I have garnered from these past experiences I look to further cultivate and refine as a member of the SU in this new capacity, so that a higher percentage of our student body is compelled to engage with our communication efforts to ensure no opportunity/communication is missed. I also will work to ensure that each member of the SU team is empowered in these branding and communications efforts so that across the bar we raise our standard to produce high quality and engaging content for you.

I look forward to serving you and working alongside the TLSU team to provide you with an amazing experience and great content/communication this academic year as your 2023-2024 Brand and Communications Officer!