

# GEORGE FOR MEDIA

## Committed to WarwickSnow

I've been a constant presence in Snow for over a year, having been on every tour since joining and being a friendly face at almost all events, from passing out on the toilet in Smack after Pub Slalom last year to providing a phat bass face at AfterJAM. I'm ready to take my love for the club to the next level and devote myself to being a dedicated and helpful Exec member.

## Long-Term Passion for Media

I have extensive experience in media roles: I've worked on film sets and in photography studios, made my own films, am currently studying film at Warwick and I'm well-versed in a variety of video and photo editing softwares as well as owning a wide collection of cameras and equipment, both digital and analog. My passion for film and photography means I will face exec duties with genuine enthusiasm and excitement.

## Experienced in Promotion

I combined my love for WarwickSnow with my media skills in Val Thorens to take photos of the ski and sesh and made a tour video with an old film camera (for extra steeze) that is available to watch on the WarwickSnow facebook page. Not only did I gain valuable experience in what the role entails, I also realised how much I enjoy making Snow members look their sexiest (and often stupidest).

## Non-Stop Promo

If elected, I will commit myself to becoming a media machine. This means frequent promotion, especially in term 1, to keep awareness about Snow at a constant high, making sure all social media platforms and the website are updated constantly with professional looking content. For example, making short, sexy, edited videos of each Tamlands sessions to promote freestyle and start hyping people up for TOUR!

## Focus on Style and Creativity

Alongside maintaining a strong media presence, I plan to create as stylish content as possible to make members look as good as they are and gauge interest in Snow. Shooting on film in Val Thorens gave my tour video an extra flair that I'd like to continue to have in exec duties by getting creative with the content. Using a wide range of cameras, equipment and editing styles will allow Snow to stand out of the crowd and attract new members.

## Push for Originality

My primary focus for media is to bring something new to the role, combining both efficiency and creativity to highlight how unique snow is, with a particular focus on video. From race highlight videos and unique posters for events to merch photoshoots, I want to go above and beyond expectations by experimenting with new forms of promotion in order to show off WarwickSnow as the best sports club to ever bless this earth.

