

Name: Matilda Smith

UTS Student Number: 25881739

UTS Student Email: matilda.markeysmith@student.uts.edu

Position for Nomination: Vice-President (Marketing)



My Name is Matilda Markey Smith, and I am a Law/Communications student running for Vice-President of Marketing (VPM) of the UTS LSS for the 2026/27 tenure! Currently, I serve as a Marketing Director of the 2026 UTS LSS Council, and I have loved every minute of it. The UTS LSS is a community that offers so many incredible opportunities for law students. The rich university life I am so incredibly grateful to have has been shaped entirely by this society, and every event or competition I've engaged with I discovered through marketing. It is this interconnectedness that drives my interest in the role: **to provide a medium that bridges the gap between councillor and member.**

In my position as Marketing Director, I have worked closely in a team of 6 councillors which has further provided me insight into the intricate web of collaboration created by portfolios to ensure success in their roles and initiatives. I understand how crucial marketing is for the success of each and every corner of UTS LSS and how it is the portfolio that pumps blood to the rest of the society, overseeing the content that ensures people are in the know. With this responsibility, the role of VPM requires someone who is *dependable*. At my core, I am a highly engaged and dependable individual, this is reflected in my participation within the UTS LSS and understanding of internal processes. I am excited to bring my leadership experience within the LSS which includes being a Law Launch Leader, Senior Buddy and Competitions Judge to this role, as well as my experience showing up for other portfolios, including being a 2026 host in the UTS LSS podcast *The Bar* which I also lead the marketing off, and being a team member in the UTS LSS Social Sport Netball Team.

My vision for 2027 is to retain and grow this high level of engagement through effective marketing that informs, engages and helps foster community, this same goal is why I plan to **introduce the first Marketing Subcommittee in 2027** which allows for *increased growth* and *accessibility of opportunities* for *all* students, whether on the subcommittee, as a member or to create an effective allocation of work amongst Councillors. **Vote for me for a highly engaged and involved UTS LSS!**