

To Hiring Committee,

I am writing to express my enthusiastic interest in the Vice-President External position with the Graduate Student Association at McMaster University. With a comprehensive background in engineering design, a demonstrated commitment to student engagement, and significant experience in leadership and external communication roles, I am excited about the opportunity to contribute to the GSA's mission and the broader graduate student community.

My experience as a Product Designer and Founding Member at GrowthSchool, where I collaborated across teams to align product features with user needs and business objectives, directly aligns with the duties of overseeing official communications and promotions for the GSA. This role honed my ability to effectively communicate with various stakeholders, a skill that is essential for liaising with campus and external bodies, including student associations.

Moreover, my role as a Social Media Coordinator for the SEPT Society at McMaster has equipped me with the experience necessary to oversee student engagement and manage digital communications, including website maintenance. This position demonstrated my capability to foster a community rich in opportunities for experiential learning and professional growth, which I aim to bring to the GSA.

My educational journey at McMaster University, specializing in Product Design, has not only provided me with a solid foundation in collaboration and innovation but has also deeply ingrained in me the value of active student participation in university affairs. My involvement in various online and campus communities, including founding and hosting the Design Hat Podcast, underscores my passion for engaging with diverse groups and facilitating meaningful discussions.

In addition, my tenure at Pledgr and Ence as a remote Product Designer and UX Designer, respectively, showcases my proficiency in managing external communications and promoting initiatives aligned with organizational missions—skills that are pertinent to the role of Vice-President External.

I am particularly drawn to this position as it offers the unique opportunity to apply my skills in external communication, digital content management, and community engagement to support and advocate for the graduate student body at McMaster. I am eager to bring my background in design thinking, strategic communication, and leadership to the GSA, contributing to the enhancement of student life and representation on both a local and national level.

Thank you for considering my application. I am looking forward to the possibility of discussing my candidacy further and exploring how I can contribute to the success and growth of the Graduate Student Association at McMaster University.

Warmest regards,

Abhay Chopra