

CARMEN GARCÍA BARAJAS

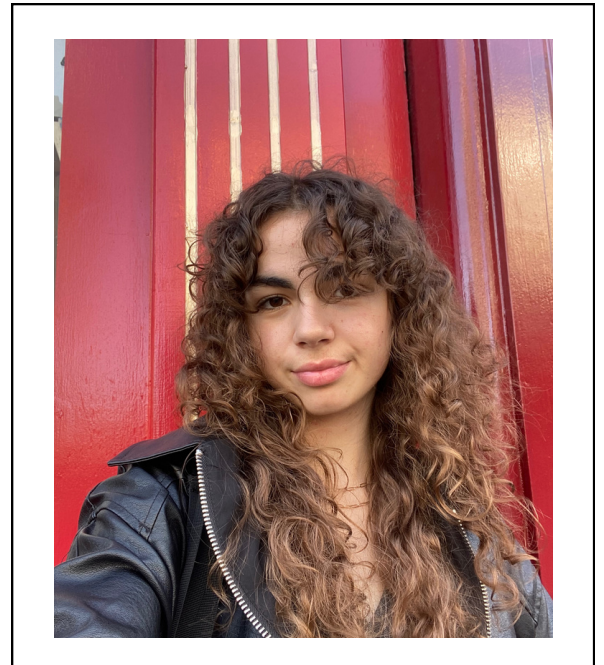
Manifiesto - 14th March 2024

WHO AM I?

My name is Carmen García Barajas. I'm in my first year of Biomed. I'm from a little town in the north of Madrid, Spain.

I'm running to be the next JCR Publications Officer because I love to design, come up with ideas and make them real and I basically live on social media. I like to be informed and up to date, to read and learn something new every day.

This year has been amazing living in Halls, the people you meet here are literally your family in a few weeks. And I would love to be able to help first years and make their experience in halls even better than mine.



MY EXPERIENCE

Social media



During my last two years of highschool, we call it "Bachillerato", I started an **Instagram account** about the **SDG**. I think the SDG perfectly encapsulates all the points of concern in our world, and I wanted to make people aware of their importance. My job was to think, organise, research and create the content. It was a big challenge at first, but I think it taught me a lot about how to **communicate effectively and engagingly**, which I think will help me next year in this position.

My other great experience in social media has been this year with the **hall's musical**. I volunteered to help with content, photos, videos, and basically **keeping instagram alive** and informing about the musical. I have worked a lot with Katie to organise content and publications.

Fashion design

I had the opportunity to attend a Fashion Design course in UDIT, the best design university of Spain. We learned how to use the **creative method**. How to develop an idea from scratch, effectively select materials and elements (colour, shape...), follow a concept and achieve an **attractive, useful and effective result**. This method is useful for any creation and has helped me a lot in designing all my projects, like working as the **co-costume and props designer** in the hall's musical.

Creative writing

I have always liked to write about my ideas and experiences. When I was a child I started **several blogs**, and a few months ago I started my **youtube channel**, which, despite being in audio, often requires preparing a script. This semester I started writing for **TN2 magazine**, mainly fashion articles.

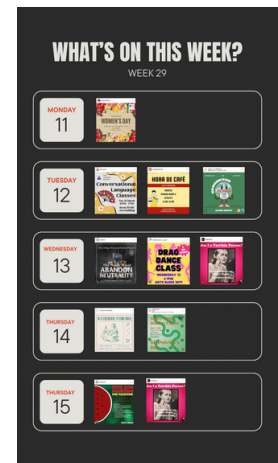
MY IDEAS FOR NEXT YEAR

Halls Herald

Halls Herald needs to come back to life. My idea is to turn this iconic magazine into a **monthly online newsletter**, in addition to keeping the paper version at the beginning of the school year. In this way, we can keep residents **informed** of what events have taken place and what events will take place and are being organised. Our role is to keep them up to date on what is happening in their "home" and the **opportunities** they have **to participate**.

"What's on this week?"

One of the most difficult parts of starting university is getting involved in activities and events. With my **"What's on this week?"** initiative, I am looking for weekly uploads of **events** organised by different **societies**. In this way, hall's residents are able to discover new societies, try something new or just follow up the weekly events of their favorite societies in an easier way.



Sustainability and Welfare

In collaboration with the **Welfare team** and the **Environmental crew**, I want to create more publications about the importance of these two big topics.

In relation to **sustainability**: cleaning tips, ways to save energy, tips to avoid pollution...

In relation to **wellness**: promote sports, encourage healthy diets (tips and recipes)...



Social media

Presence in **Social Media** is one of my priorities. Posts should be clear, concise, **accessible** and **inclusive**, so that all students are able to understand them.

I will not only focus on the official account, but also on the **accounts of sports, music, welfare...** to create a **balanced community**, where all residents have up-to-date information and events of all kinds.

