

Hello Union Members,

Ineffective communication erases effort. As a creative professional with over a decade of experience in communication arts, I understand the significant impact that clear messaging and impactful discourse can have. Throughout my career, I have honed my ability to craft clear, persuasive messages and foster open dialogue. I've developed a deep appreciation for the skills needed to connect, inform, and inspire.

I am an award-winning strategic marketer and designer for University Communications at UConn. My role often asks me to work with a team to unknot information, and present in a way that is visible and digestible.

With Board and member support, my goals are threefold:

1: Continue to promote union values, sharing our collective achievements and the impact of our efforts.

2: Strengthen engagement through newsletters and social media, while also aiming to create more opportunities for our members' voices to be heard and efforts valued.

3: Optimize information accessibility by improving our web experience, focusing on making it easier for both new and established members to quickly find the information and resources they need.

My candidacy is driven by a genuine desire to support our union and its members. I believe I can offer a fresh perspective to the position's needs. With my commitment to our union's values and my passion for effective communication, I am eager to contribute to our shared success.

Best,
Yesenia "Jess" Carrero