

Hi! My name is Dani Sherman. I will be a junior for the 2024-2025 school year, and I am running to be a communications officer. I have done six shows with DDC over the past two years; this year acting in every show and doubling up acting and hair crew during Frozen. I love the drama club: it has given me a family and experiences I wouldn't trade for anything.

Throughout Pippin, I worked on two different social media projects, one was the Manson Trio Spam Instagram I ran with Maria and Cat, working collaboratively to brainstorm content ideas. Filming, editing, and managing this account has provided me with skills that will help me promote DDC shows on social media and understand how the Instagram algorithm works. During Pippin, I also worked on the Pippin Pals Flogs series. Throughout the show, Zoë and I filmed weekly content and learned an efficient method for organizing footage to make the editing process easier. This also taught me about working with a partner which I can apply to being a communications officer. Working on the Flogs, along with my own projects, has prepared me for managing the Drama Club YouTube.

Being a dance captain also added another layer of commitment, effort, and leadership to drama. Allowing me to act as a bridge for information between the choreographers and the actors, and collaborate with the other dance captains. Time management was a crucial skill to balance my time between coming up with content ideas, filming, and editing the content, as well as the show and studying for my AP classes. This prepared me for the role of communications officer because it helped me to set up a system of organization to prioritize what I needed to do and manage my time.

Speaking to past and current communications officers about the position and what it entails has shown me it's vital to be accurate and quick with all updates, reminders, and media posts: operating quickly and efficiently. Going into this position I have a vast understanding of the demands of this position, and feel I'm prepared to meet them. I want to continue the work of the current communications officers by keeping the website up-to-date and easily accessible. I also want to brainstorm, film, and edit reels, shorts, and videos for social media to continue to increase the club's exposure. I also work well with other people: I like having somebody to bounce ideas off of, and I enjoy being that person for others. A balanced distribution of tasks is important for a team to function at full capacity, so I would talk with my partner to ensure that we both know what we're doing and that everything gets done. Having a method of organization for tasks while still allowing for the flexibility of picking up any extra tasks can assist us in meeting deadlines.

I want to be a communications officer because my skill set lends itself to this position. I am very organized and like to get things done and do them well. I am well versed in managing a social media account, and I also have experience filming and editing YouTube videos. I can work collaboratively with almost anyone. Building upon the current system to ensure that information is delivered quickly and efficiently and the calendar is running smoothly and accurately are my priorities for this position. I also want to expand more on the DDC YouTube channel and increase exposure and interaction by posting shorts. We have a strong presence on Instagram, and I believe we can have the same on YouTube.

It would be an honor to be one of your communications officers for the 2024/25 season.

Thank you for your consideration,
Dani Sherman