

Motivation Letter

Dear Members of the ISA Election Committee,

I am writing to express my strong interest in the position of **Public Relations Officer** for the International Student Association at Riga Stradiņš University. As a passionate and creative medical student currently in my 4th semester, I am eager to contribute my skills, experience, and enthusiasm toward strengthening ISA's communication, visibility, and engagement within our vibrant student community.

Having benefited personally from ISA's initiatives as an international student, I understand how meaningful its work is in helping students feel connected and supported. I have also participated as an activist in several ISA events, which has allowed me to experience first-hand the organization's positive impact and collaborative spirit. This experience inspires me to take an active role in amplifying ISA's message and community presence.

Over the past year, I have had the privilege of serving as the **Social Media Manager** for the Asian Society, where I managed content across multiple platforms, created visual campaigns, and helped boost student engagement through innovative communication strategies. Currently, I am also serving as the **Event Manager** for the same society, which has given me valuable experience in coordinating large-scale events, promoting them effectively, and collaborating with diverse teams. These roles have honed my abilities in content creation, social media management, teamwork, and creative communication, all of which align perfectly with the responsibilities of the PR position.

If given the opportunity, I plan to focus on three key areas:

1. Enhancing ISA's image and visibility by producing engaging visual content, timely updates, and impactful storytelling across all platforms.
2. Building stronger connections between ISA, RSU students, and university departments through clear communication and transparent reporting.
3. Fostering student involvement by making ISA initiatives more visible and accessible, encouraging greater participation and collaboration.

I am deeply committed to representing the interests of all international students and upholding ISA's mission. With my communication skills, creative mindset, and collaborative spirit, I am confident in my ability to make a meaningful impact as ISA's Public Relations Officer.

Thank you for considering my application. I look forward to the opportunity to bring fresh ideas, visual creativity, and genuine passion to the ISA team.

Yours sincerely

Mathunila Navalpattu Vissagan