



DECEMBER '24

NEWSLETTER

VOL. 1, ISSUE 4 | [OFFICIAL WEBSITE](#) | [CONNECT WITH US](#)



HOLIDAY CHECKPOINT

The semester is winding down, and the holidays are just around the corner! While finals are fast approaching, there's still plenty to celebrate and enjoy before we wrap up the year.

November brought us inspiring guests like Devin Wiles, who shared his motivating story of becoming Google's partnership lead. We were also joined by Olga Zolotarenko, a Social Media Marketing Specialist, who shared her insights into the latest marketing trends. We're grateful for their time and expertise and hope to host them again soon!

Let's take a moment to celebrate all GBMA has accomplished together. Stay tuned for announcements and mark your calendars- we're ending this year in style!



**Stay connected
over the break!**



MEMBER OF THE MONTH



Every month we highlight one member who went above and beyond. For December we want to highlight, our new Director of Marketing, **Bani Bhatia**.

Bani joined GBMA in March 2024 as a Marketing Associate, eventually working as Interm Volunteer Director over the summer. Bani recently moved up into the Director of Marketing role and has hit the ground running.

Helping streamline the communications between the talented Creative and Marketing Departments, Bani is an asset to the team. Creating consistent high-level content, strengthening GBMA connections, and demonstrating spectacular leadership, Bani is a source of positivity and motivation for everyone in GBMA.

Thank you for all you do, Bani. We look forward to seeing all you accomplish going forward. We wouldn't be where we are without you.



SMILE,
*You're on
camera*



PHOTOS TAKEN BY TENZIN JIGMEY (CREATIVE TEAM)

ENGAGE & ELEVATE

Welcome to *Engage & Elevate*! This section is designed to deliver everything you need to thrive in the marketing world. From must-listen marketing podcasts, and essential GBC community resources, to the latest industry trends and actionable insights.

GBMA will cover it all.

THE PODCAST PLAYLIST

Check out these marketing podcasts for the month of December. Perfect for learning on the go - just press play!



Online Marketing Made Easy with Amy Porterfield

Social Media Marketing with Michael Stelzner

Good Content with Shannon McKinstrie

TUTORING & LEARNING CENTRE



Balancing holiday fun with studying can be tough, but you got this. Remember this month to create realistic schedules, break tasks into smaller chunks, and use festive breaks as motivation.

Take advantage of cozy evenings to review, and let the holiday spirit energize your learning.

CAREER CONNECTIONS

Co-op season is right around the corner and finding the right placement can open doors to your future career. Explore platforms like LinkedIn, Indeed, and Glassdoor for marketing-related opportunities.

Make sure to connect with industry professionals, attend networking events and leverage your network to find hidden opportunities. Your next step starts here - start your journey today!

MENTAL HEALTH RESOURCES



George Brown College offers a variety of mental health resources to support your personal and academic goals. From counselling services, online services, apps and more, help is available. [Visit the Counselling and Student Well-Being services page](#) to learn more and take care of your mental health.



MARKET INSIGHTS & TRENDS



This edition of the *Marketing Moment* highlights key shifts in the marketing landscape that GBMA has its eye on.

Video Content

Video content remains an impactful force in digital marketing. Social media platforms like TikTok and Instagram Reels reinforce consumer preferences towards short-form content.

Personalization is Taking Over

Consumers are looking towards more personalized experiences when shopping. Consumers want to be able to connect with their favorite brands.

Brand Value in Content

Consumers are cutting ties with brands over a conflict of values. More consumers are leaning towards brands that reflect their values in their content.

ARTICLE OF THE MONTH

The last few years have seen the rise of influencer marketing as a key marketing strategy for many brands. As influencers become more accessible it's important to understand the financing that is involved when using this form of advertising.

[This month's article](#) breaks down influencer marketing by popular social media sites.

MYCAREER- RESUME REVIEW



Need help creating your professional resume or cover letter?

MyCareer is a platform created by George Brown to connect students with Career Peer Coaches to provide feedback and suggestions on improving their resumes.

[Check out MyCareer](#) here to learn more information on kickstarting your resume.



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DECEMBER EVENT

DECEMBER 13



DOORS @ 6PM

PRESENTS

Underground Frequency CONCERT



FEATURING 7 LOCAL
UNDERGROUND ARTISTS & A DJ



 51 DOCKSIDE DRIVE
(WATERFRONT CAMPUS GBC)

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