

GBMA NOVEMBER '24 NEWSLETTER

Vol. 1, Issue 3 | [Official Website](#) | Connect with us   



Photos from classroom outreach initiative, reach out to gbma@georgebrown.ca for our Ambassadorship team to visit your classroom.

FALL SEMESTER CHECKPOINT

Mid-terms have come and gone, and our finals are in sight, but there is still so much left of this semester to look forward to.

October brought us the brilliant Danny Smith teaching us how to avoid the resume loop. We welcomed Shawna Whish speak about her journey to becoming an eCommerce innovator. We thank them both and hope to see them return to speak with us again!

We spent much of October working on connecting with the our fellow Student Organizations at GBC to curate experiences unique to our campus. November will have no shortage of special events for members.

GBMA TAKES A MOMENT TO SAY THANK YOU

MEMBER OF THE MONTH

We highlight one member who went above and beyond in October. This month, it is the Director of HR, **Olivia Smith**.

From September to October, Olivia dedicated hours to reaching out to dozens of interested members and conducting interviews. Olivia is incredibly organized, open to feedback, and always delivers her own with kindness.

We could not have acquired the incredible talent we have without her. Thank you, Liv!



Step into your future.

Join us for an inspiring career-based discussion with Social Media Marketing Specialist, **Olga Zolotarenko**

FRI NOV 15
5PM - 7PM
SJA ROOM 168

[Click to register](#)

Friday, November 15 @ 5pm

Do you have an interest in Social Media Marketing? Join the event with Social Media Marketing Specialist Olga Zolotarenko. Olga loves to share her experiences in digital marketing, creative marketing, and advertising.



Looking to elevate your marketing career?

Attend our exclusive speaker event with Google's Partnerships Lead, **Devin Wiles**

NOV 21 **3PM - 4PM** **TBD**

[Click to register](#)

Thursday, November 21 @ 3pm

Register and gain knowledge with Devin Wiles. He will talk about his marketing career journey with Google as it demonstrates powerful messages about his time in the company.



November 28
3PM - 5PM
TBD

LUNCH & LEARN WORKSHOP

Ash Andrews
Digital Marketing Leader

- ☒ Elevate your skills
- ☒ Embrace innovation
- ☒ Gain expert career insights

[Click to register](#)

Thursday, November 28 @ 3pm

Join us with digital marketing professor Ash Andrews on Gen AI, a Generative AI platform that creates bold ideas and content for businesses and marketers.

YEAH JAMIE ENTERPRISES

Bake Sale, All November



This November, we will team up with **Yeah Jamie Enterprise**, a GBC-student-owned and operated culinary company. Selling their delicious baked goods in collaboration with the GBMA, keep your eyes on our social channels for more details.

Follow them on [Instagram](#) as they will collaborate with the George Brown Marketing Association on special content this month!

GBC HEADS TO WINDSOR

GBC Marketing Students will be heading to Windsor to compete at the annual Ontario Colleges Marketing Competition on November 14th & 15th.

GBMA wishes the team the best of luck! Interested in this event? Check out the official [OCMC website](https://ocmc.ca) for more information.



EXCITING PARTNERSHIPS



GBMA has been working hard on some exciting new initiatives, including collaborating on content with other GBC Student Organizations and Businesses. One of those is the incredible team at [CPA-GBC](https://cpa-gbc.ca); we hope to be highlighting this new side of GBMA this coming month.

Are you part of GBC Student Club and would like assistance in marketing your events or content creation? Please reach out to us gbma@georgebrown.ca or via one of our social channels.



***connect
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