



Hey SMS Family!

Welcome to the second issue of our newsletter for Semester 1, 2021. We hope you have all settled back into uni life after a much-needed mid-semester break.

This newsletter features a recap of a few of the fantastic events SMS held during March and April, and a conversation with the 'Humans of SMS', starting with our Co-President, Gamet Ho!

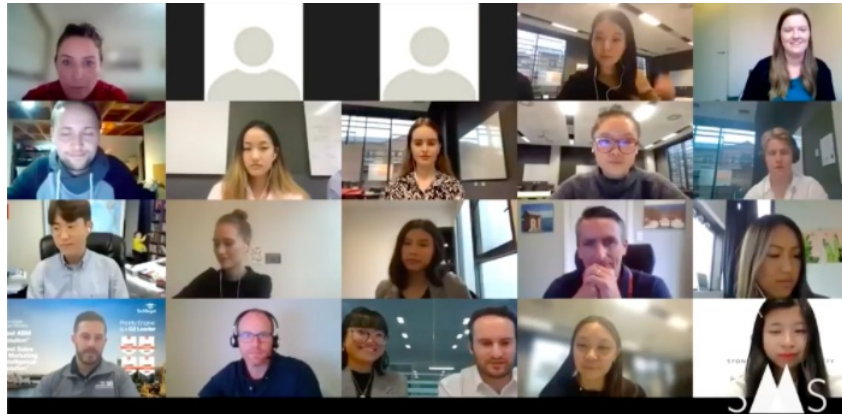
Don't forget to RSVP to the SMS x Comm-Stem x PwC presents - Consulting 101: Case Crack, a virtual workshop that will provide crucial real-world consulting advice at 6-8pm on Thursday 13th May.

To stay updated on all of SMS' events, activities and opportunities, don't forget to like our [Facebook page](#)!

Recap of Previous Events

Corporate Networking Event

This past month, SMS had the pleasure of hosting the annual Corporate Networking Event, where industry professionals and experts from esteemed companies; Westpac, Unilever, Nestlé, Reckitt, UM and TechTarget, shared valuable insights and answered questions. This event was a wonderful opportunity to gain a peek into the corporate industry of marketing in an engaging and exciting way.



Peer Buddy Program Event

First year can be an overwhelming time, which is why SMS introduced the brand new Peer Buddy Program! This program matched first year students with seasoned students to provide guidance about uni-life, mentorship and begin new friendships! Our opening event was held on Tuesday the 30th of March where our buddies were introduced to one another, allowing our more senior students to impart any advice from their personal experiences.

SMS x BISA x GA Presents: SEO for Beginners

On Wednesday the 14th of April, in collaboration with GA and BISA, SMS held an exclusive 'SEO for Beginners' workshop on zoom. In this workshop, industry leaders, Catherine and Stephen Toms, shared their expert insights into effective SEO and digital marketing strategies. They covered topics from how search engines work, website authority, improving SEO, and metrics of measurement. This workshop demonstrated the vital role that SEO has played in transforming consumer journeys over the last 10 years, and undoubtedly in the future.



Humans of SMS

Name: Gamet

Degree: 4th Year Bachelor of Commerce/Advanced Studies (Majoring in Finance and Marketing)

Could you use your name as an acronym to introduce yourself to the readers?

Grateful (for loved ones, my dog, exercise and food!)

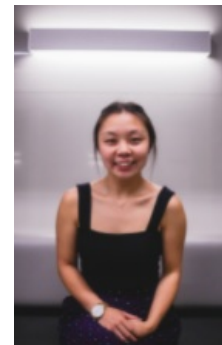
Always eating

Really short

Never shy away from a challenge

Energetic (most of the time)

Thoughtful



What inspired you to pursue marketing?

In a constantly changing world, brands have to constantly shift and be dynamic while staying true to their core promises. I think this is the fascinating challenge in marketing that I'm drawn to. I also find it fascinating how consumer behaviour works - shaping information about your product/service can be the reason why someone makes a purchase decision, forms a connection with your brand, changes their fundamental everyday behaviours, etc. I'm also naturally extroverted and find that marketing is a place where you're constantly thinking about and interacting with people to form new and exciting ideas

If you could offer one piece of advice to a fellow University student what would it be and why?

Don't be so hard on yourself, and take time to be proud of what you achieve (I'm still working on this!). Have a good go at everything that can set you up for success, whether that's job applications or assignments. At the end of the day, be satisfied with the fact that you tried your best, regardless of the result.

I've certainly had many disappointments over my uni career - I got rejected from about 20 jobs in my first year, I had to work a hospitality job that paid below minimum wage to pay rent, I wasn't doing great in some of my studies, I was constantly comparing myself to others and I put a lot of pressure on myself as a result to be better. This was impacting my wellbeing and my relationships with those close to me. I worked (and still am working) on changing my mindset by relieving that pressure on myself, taking time to write down and acknowledge all my achievements and shedding the particular archetype of success I was trying to achieve. Honestly, being proud of myself (instead of adding pressure on myself) is what motivates me to keep on being better!

That's all for this month!

See you in next month's issue.

SMS Team

Stay updated with us on:

Facebook: <https://www.facebook.com/smsociety/>

LinkedIn: <https://au.linkedin.com/company/sydney-marketing-society-sms->

Website: <https://www.smsusyd.com>

Instagram: <https://www.instagram.com/smsusyd/>

TikTok: <https://www.tiktok.com/@smsusyd>

YouTube: <https://www.youtube.com/channel/UCgRchEILpxMtEHy2Nfjr8CQ>

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