

2026-2027

DASG Internal Officer
Voter's Guide

DASG Marketing
Committee

Public Relations Officer

Jewel Waisy (She/Her/Hers)

Public Relations Officer



1. Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

I've already gained some experience as an Internal Relations Coordinator and I've been hoping to take over a larger leadership role where there can be more impact. In my current role I've noticed that even when good work is being done, it doesn't always reach people in a clear or engaging way. I've been part of the marketing committee for three straight quarters consistently and have worked closely with other members so through this role, I hope to build a stronger sense of connection within DASG and between DASG and the student body.

2. What are some of the skills and experiences that you will bring to the DASG Internal Officer position you applied for and the DASG Senate as a whole?

I am easy to collaborate with and bring practical communication experience from my role as internal relations coordinator and my time on the marketing and events committee. I've worked closely with different teams, so I understand how information gets passed along and where it tends to get misunderstood or lost.

That's helped me become more intentional about how I share updates and keep things clear and consistent.

3. What other commitments do you have and how will you manage your time?

I am a full time student first and foremost. Besides from being part of DASG I am also involved in De Anza Medical Outreach Association Club and Red Cross De Anza as my main clubs, due to being a biology major. I also work at the first Saturday of each month as a flea market assistant. I usually map out my week with a calender or the reminder app so I know when I can focus on DASG work alongside my classes. Of course, I also try to stay organized and communicate early if something comes up, so nothing gets overlooked

4. Additional Comments (maximum 200 words)

there is none I need to add, this is enough thank you!

5. What student concerns do you feel the DASG should address?

I think DASG should focus more on concerns that directly affect students day-to-day experience, especially communication, affordability, and access to resources. Many students aren't always aware of what's available to them or what DASG is working on, so improving how information is shared is crucial.

Social Media Officer

(2 seats)

Chan Richard (He/Him/His)

Social Media Officer



1. Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

I want to be a social media officer at DASG because I believe I have the skills to create engaging and impactful content for students to attend and not miss out on events. I hope to invite all types of students to DASG events and opportunities so they don't miss out on a single opportunity and event. I hope to create more of a closer bond within the marketing community and have people appreciate the work that we do. I want people to be excited to show up to the opportunities and events that De Anza brings. I want to show De Anza in the best light possible to people and not have the stigmatism that De Anza is just a transfer center but a place to make memories. I hope to work with other DASG members to help make De Anza a better place by listening to others and inputting my own ideas.

2. What are some of the skills and experiences that you will bring to the DASG Internal Officer position you applied for and the DASG Senate as a whole?

Through being a De Anza STEM Tutor, DASG Marketing Intern, and lead video editor for my high school's video announcements, I am well prepared to help foster a stronger community. Working on promoting homecoming that garnered over five thousand views and gaining hands-on experience through post making in the marketing committee strengthened my ability to reach out effectively. I understand how strong marketing promotes inclusivity by connecting students from all kinds of backgrounds and would make De Anza an even more enjoyable time. I have been creating long form videos on Youtube since I was 10 and have extensive skills and background on video editing, creating reels, making vector graphics, and project planning. Through De Anza Marketing being an Intern, I have learned to further my knowledge on vector graphics and working in a team to create marketing designs.

3. What other commitments do you have and how will you manage your time?

I have a job at Kumon but only work 6 hours a week, and have taken all my major required classes. This will allow me to focus mostly on my extracurriculars in which one is hopefully helping the student government with social media and my passion and skills to create content. In addition, I used to be a video announcement lead editor for my old High School and are used to these kind of consistent work schedule every week.

4. Additional Comments (maximum 200 words)

N/A

5. What student concerns do you feel the DASG should address?

I want to ensure that students at De Anza don't miss out on any opportunities that De Anza has. Coming from Cupertino High School, there were many times where I wished I had taken the opportunity to say yes to many events, and that experience motivates me to not let anyone else miss out and include everyone in De Anza's resources and events. One concern DASG should address is that there are not enough mediums in which De Anza markets. DASG should provide more in person type advertising besides online social media posts and chalkboards, maybe switch to handing out flyers within classes for people to take. Another concern DASG should address is the lackluster system in which members are assigned to do work for committees. There should be a preprepared schedule for the whole quarter in which members are assigned to do specific tasks instead of casually providing

tasks within meetings, this would provide more structure and plan on what to do in the upcoming weeks instead of just leisurely going about DASG and making posts.

Portfolio Items:

- [Editor Test](#)
- [Resource Flyer](#)
- [Hoco Video](#)
- [Main One](#)
- [Sample Post](#)

Hour Ly (He/Him/His)

Social Media Officer



1. Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

I discovered the power of storytelling through running my own lifestyle and vlog content across TikTok, Instagram, and Facebook, learning firsthand how authentic content connects people and drives engagement.

But what truly pushed me toward this role was a personal experience. Early in college, I missed a leadership and job opportunity simply because I didn't know it existed. That frustration stayed with me. If I ever had the chance to be the person who closes that information gap for other students, I would take it.

As someone who has also led within a cultural and community organization, I know how hard it is to get the word out and how much it matters when you do. As DASG Social Media Officer, I want to ensure no student misses an opportunity due to poor communication,

grow DASG's digital presence, and make student government feel relevant to every student on campus.

This role also connects to my long-term goal of launching my own tech startup, making this the perfect opportunity to build real skills in digital marketing and audience growth while genuinely serving my community.

2. What are some of the skills and experiences that you will bring to the DASG Internal Officer position you applied for and the DASG Senate as a whole?

I have real experience creating content that people actually watch with some of my videos reached over 100,000 views on TikTok and 120,000 on Facebook in total. I know how to grow an audience and make content that connects with people.

I also ran my own small business in Cambodia, handling everything from sourcing products to sales. That taught me how to be responsible, strategic, and self-driven with the skills I will bring to this role every day.

On a more personal level, I have led efforts to preserve Cambodian traditional dance, a culture that is slowly fading. That experience showed me how powerful it is to use social media to keep a community informed and connected and that is exactly what I want to do for DASG students.

I am not just someone who knows how to post. I am someone who genuinely cares about making sure every student feels seen, heard, and informed.

3. What other commitments do you have and how will you manage your time?

This semester I am taking over 24 units, applying for a mentee program. With all of these responsibilities, I needed to stay organized and make sure nothing slips, including any new commitments like this role. I learned to plan ahead, break tasks into smaller steps, and use my time intentionally. Content creation also comes naturally to me, so it never feels like a burden. I have managed a full course load without feeling overwhelmed, which proves I can handle this role confidently. I work better when I am busy, and I am fully committed to showing up for DASG consistently and delivering quality work every time.

4. Additional Comments (maximum 200 words)

I am genuinely excited about this opportunity. For me, this is not just a role, but it is a stepping stone toward my long-term goal of building my own tech startup. Learning to grow an audience and build a community digitally are skills every founder needs, and DASG is the perfect place to develop them while making a real difference.

I came from Cambodia, built a business from scratch, and grew a social media presence through pure dedication. I do not just talk about things, I go out and do them. I am ready to bring that same energy and commitment to DASG, and I will make sure every student knows what DASG is doing for them. Thank you for this opportunity.

5. What student concerns do you feel the DASG should address?

As an international student from Cambodia, I think DASG is already doing a great job providing resources and opportunities. However, one challenge I have noticed is that many international students struggle to engage not because the resources aren't there, but because they are shy, don't know anyone, and are unfamiliar with platforms like Discord that DASG uses to communicate.

For students coming from another country, reaching out or asking for help can feel intimidating. The barrier is not awareness, it is comfort and connection.

I believe DASG should find more ways to make international and new students feel welcome enough to actually participate. As Social Media Officer, I can help by creating content that feels approachable and friendly, so every student, no matter where they are from, feels like DASG is a place for them too.

Portfolio Items:

- [Social Media Portfolio](#)
- <https://www.facebook.com/reel/429564019555531>

Dema Nuppa (She/Her/Hers)

Social Media Officer



1. Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

I would like to contribute to the De Anza student government and be a part of it. This position also aligns with my knowledge and I can be a helpful human resource for the team. Also, I can build connections and gain more confidence in participating in college activities and gain more experience.

2. What are some of the skills and experiences that you will bring to the DASG Internal Officer position you applied for and the DASG Senate as a whole?

I bring my knowledge of social marketing and getting more engagement from the viewers in this case the students. Also, i can come up with new and interesting ideas for marketing. I am a team player and bring positive attitude to work.

3. What other commitments do you have and how will you manage your time?

I commit to full filling all the duties I get assigned and work with my team. I will manage my time by planning and strategizing when I have time and bringing the idea to the team during office hours. I believe i can also do remote work.

4. Additional Comments (maximum 200 words)

I would like to be engaged with activities happening in the college and be able to help. This is good for my networking as well as enhancing my skills. I am a dedicated and a reliable team member.

5. What student concerns do you feel the DASG should address?

Since I am an international student I will have limited hours per week that I can work and I will have strict bin person class units to maintain thus I might have to do some remote work whenever I can not be there in person meeting.

James Yoshida (He/Him/His)

Social Media Officer



1. Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

I joined DASG to surround myself in a new community, explore new opportunities within marketing, and further develop this passion which I hope to pursue once I transfer. Being part of DASG has shown me how student government can directly shape student engagement and strengthen campus involvement.

Through my roles as DECA ICC Representative Officer and internal PBL member, I've developed skills in communication and outreach, which has taught me the importance of not just creating content, but making sure it actually reaches and resonates with students.

As Social Media Officer, I want to strengthen DASG's social media presence by making it more engaging but most importantly effective by improving the conversion from online engagement to in-person attendance for the events we promote through our social media.

2. What are some of the skills and experiences that you will bring to the DASG Internal Officer position you applied for and the DASG Senate as a whole?

I bring a strong background in digital marketing and student engagement through social media and content creation. During high school, I contributed to a marketing committee for a virtual business class and independently managed a Tiktok account that grew to over 20,000 followers and 1M+ likes, with several videos reaching millions of views.

Recently, I started applying these skills to DASG election campaigns, creating engaging posts and reels that generated over 30,000 views, reached 2.7k+ followers, and gaining 120+ followers. Through these experiences, I've developed a strong understanding of engaging content creation and effective targeting strategies

Beyond technical skills, I strongly value collaboration and am comfortable working in team environments and adapting to new settings. Due to my commitments, I'm also able to prioritize time management and balancing responsibilities effectively.

Since I'm passionate about marketing and want to pursue it once I transfer, I'm excited to use these skills to help the DASG marketing committee to bring more engagement to our social medias and committee meetings.

3. What other commitments do you have and how will you manage your time?

I am currently an internal PBL member, DECA ICC Representative Officer, and work part-time as a youth sports instructor. These commitments have helped me develop strong time management skills while balancing my classes.

Since the Social Media Officer role will be one of my greater leadership opportunities, I would structure my schedule more intentionally to prioritize this position and ensure I can consistently meet deadlines and meaningfully contribute to the marketing committee.

4. Additional Comments (maximum 200 words)

I would also like to highlight my marketing portfolio, which showcases previous projects from high school, PBL, DASG, and more. Specifically, my campaign videos like my "bingo dares" are examples of engaging videos that I hope to translate to DASG.

However, these videos weren't just engaging, but also effective. These videos contributed to over one-third of my overall votes, demonstrating my ability to convert engagement to results.

5. What student concerns do you feel the DASG should address?

A concern that I believe needs to be address is improving the effectiveness of DASG's promotional campaigns. While DASG's current social media is already engaging and visually appealing, I see a greater opportunity to further strengthen it by connecting this engagement towards event participation. Students are often aware of events, this awareness is not always translated into consistent turnout.

As social media Officer, I aim to address this by focusing on more intentional and strategic content that isn't just engaging but also drives attendance.

Portfolio Items:

- [James Yoshida 1](#)
- [James Yoshida 2](#)
- [James Yoshida 3](#)
- [DECA Speaker Panel](#)
- [Portfolio Website](#)

Joy Kim (She/Her/Hers)

Social Media Officer



1. Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

A concern that I believe needs to be address is improving the effectiveness of DASG's promotional campaigns. While DASG's current social media is already engaging and visually appealing, I see a greater opportunity to further strengthen it by connecting this engagement towards event participation. Students are often aware of events, this awareness is not always translated into consistent turnout.

As Social Media Officer, I aim to address this by focusing on more intentional and strategic content that isn't just engaging, but also drives attendance.

2. What are some of the skills and experiences that you will bring to the DASG Internal Officer position you applied for and the DASG Senate as a whole?

I have experience being in a student body and taking on commissions/working on art projects in professional settings. I understand how to use all adobe programs and most editing softwares. I'm a pretty direct person and hold importance in no nonsense communication.

3. What other commitments do you have and how will you manage your time?

I'm deeply connected to my church and besides taking needed messages/emails/ and calls do not work on Sundays. I manage school and club work well, I schedule in both into my week as I don't believe a lot of homework interferes with my work for DASG, as both are separate jobs that need to be complete. I'm a private art tutor for children but is scheduled by hour and has a fixed curriculum that does not interfere with my school work.

4. Additional Comments (maximum 200 words)

I cannot wait to continue to participate in this new quarter and still be apart of DASG regardless of the outcomes. I have met such kind people and I really enjoy the work I'm doing currently.

5. What student concerns do you feel the DASG should address?

Being still a new member, I'm not sure if its the environment of the group, if its not I do feel like a bit more seriousness should be taken in getting tasks done, participation, and outreach to others, especialy since we are supposed to be representing the student body. There should be more effort in including new or interns that are by themselves, since I notice its easy to not be included if not in a friend group.

Portfolio Items:

- [Web Address](#)

Linh Le (She/Her/Hers)

Social Media Officer



1. Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

I wanted to apply for a job as a social media officer because I've been interested in art and design for a while, and I felt that this position would be ideal for me to demonstrate my creativity and marketing abilities. What I hope to gain is a lot of leadership skills in order to be a good mentor for the first year of next year.

2. What are some of the skills and experiences that you will bring to the DASG Internal Officer position you applied for and the DASG Senate as a whole?

As a social media officer, I will bring my lively energy along with my communication skills, creativity, and organization skills to the marketing committee. I believe that having these skills and qualities will help engage content, promote events effectively, and improve communication with students across campus. As DASG as a whole, I will demonstrate my commitment by using my marketing skills to promote DASG activities, increase student awareness, and recruit more students to get involved.

3. What other commitments do you have and how will you manage your time?

I'm in some clubs, like Women in Business, the Badminton Club, and the women's badminton team, but I don't think this will take away from my commitments to DASG. I will manage my time through time management.

4. Additional Comments (maximum 200 words)

I just want to thank you for giving me the opportunity to apply and be considered for this position. I hope to be selected so I can showcase my strengths and help make the Marketing Committee even stronger than it already is. I am excited about the chance to bring new ideas, positive energy, and commitment to the team, yay.

5. What student concerns do you feel the DASG should address?

I believe that DASG should discuss more about marketing in general since there is a lack of audience attendance in some events for the last quarter, and team organization, and that is all.

Portfolio Items:

- [Short Portfolio](#)