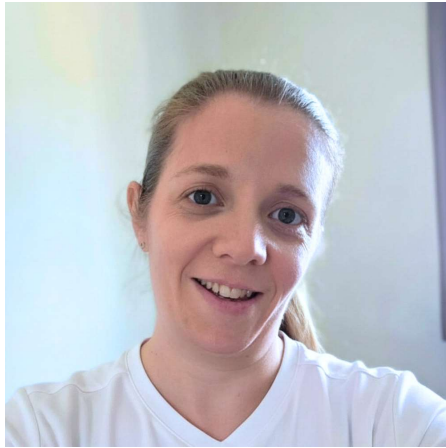


SAM ROSS



Proposed by Sarah Turner

Seconded by Kieron Ross

I am applying for the Social Media Board Member position because I am passionate about both social media and Reading Football Club. We are a family of season ticket holders, and I attend every home game with my husband and our two children. We regularly travel to away games through STAR Trust, and this season I am also keen to attend more Under-21 fixtures to further support the club.

I have worked for my current employer for 18 years, demonstrating my commitment, reliability and dedication. Earlier this year, I took on responsibility for social media and marketing. In my current role, I plan and create social media content, promote events, and help increase engagement through regular posts, photography and digital marketing. Alongside this, I have a real passion for digital design and enjoy creating eye-catching graphics and visual content that helps engage audiences. I enjoy finding new ways to communicate through social media and understand the importance of representing an organisation in a positive and professional manner.

As someone who regularly attends matches with my family, I understand what supporters enjoy seeing and the importance of creating content that keeps fans informed, engaged and connected with the club. I believe social media plays a vital role in bringing supporters together and celebrating every aspect of the club.

I believe my enthusiasm for the club, combined with my experience in social media, marketing and digital design, would allow me to make a positive contribution to the board. I am creative, organised and approachable, and I enjoy working as part of a team while also taking the initiative when needed. If appointed, I would be committed to helping strengthen the Trust's online presence by creating engaging content that reflects its values and keeps supporters connected.