

Welcome to our weekly newsletter!

Upcoming Events

Speaker Series #8: Burt's Bees (4/15)

Join us for last Speaker Series of the semester featuring Burt's Bees tomorrow, April 15! This event will be in person at 5:30pm in room 3250. Discover how this iconic brand blends purpose-driven marketing with natural product innovation. Hear from industry professionals about their career journeys and the unique challenges and strategies behind Burt's Bees' success. It's also a great opportunity to connect with peers, grow your network, and explore what marketing looks like in the world of sustainable consumer goods before the semester ends.



Join us for our final speaker event of the semester featuring **Lauren Beck**, Associate Director of Marketing - Lip Care at Burt's Bees and proud UNC alum! Lauren brings a wealth of experience in brand strategy, product innovation, and consumer engagement within the natural personal care space. She will share insights from her career journey, discuss recent innovation at Burt's Bees, and offer advice for students aspiring to break into the industry.

APRIL 15 5:30 PM
McColl 3250

The speaker series is open to all. RSVP at the link in the caption! Note: To attend more than one speaker series event, you must be a registered club member.

[RSVP Here](#)

Highlight From Last Week

Speaker Series #7: Ally (4/7)

Last week, we hosted our 7th Speaker Series event with representatives from Ally! They shared insights into their roles, career paths, and how Ally approaches marketing in the financial services industry. This was a great opportunity to learn from professionals at a leading digital financial company where they also answered questions about branding, strategy, and more.



Get an inside look at how Ally Financial brings bold, creative marketing to life! Hear from three members of Ally's marketing team as they share how they approach brand storytelling, build internal cultures, and create impactful partnerships:

Olivia Zidzik, Marketing Specialist
Tim Gerstenberger, Marketing Culture & Programs Manager
Tatum Cornelius, Sports & Entertainment Marketing Specialist

APRIL 7 5:30 PM
Zoom

The speaker series is open to all. RSVP at the link in our bio! Note: To attend more than one speaker series event, you must be a registered club member.

Marketing Classes

It's registration season, and we know picking classes can be overwhelming—so we're here to help! Check out our list of recommended marketing electives to explore new interests, build your skills, and make the most of your time at Kenan-Flagler.

- **BUSI 546. Sport Marketing and Media (1.5 Credits)**
- **BUSI 558. Digital Marketing (3 Credits)**
- **BUSI 563. Retail & E-tail Marketing (1.5 Credits)**
- **BUSI 566. Marketing Strategy: Sustainable Competitive Advantage in Dynamic Environments (3 Credits)**



Other Opportunities

Internship Opportunity with Urja Bar

Urja Bar, a woman-owned small business focused on crafting nutritious, plant-based energy bars, is looking for a creative and motivated intern to help grow its online presence. The role involves creating engaging social media content, producing short videos, promoting the brand, and gathering customer feedback, with optional event participation. The position offers \$15/hour for 5–8 hours a week, starting ASAP. Interested applicants should send their resume and a brief write-up of relevant experience to urjabar@gmail.com.



Marketing Exec Spotlight

Name: Arya Ranjan
Email: arya_ranjan@kenan-flagler.unc.edu
Grad Year: 2026
Major/Minor: Business Administration
Hometown: Apex, North Carolina
Executive Position: Co-President

Question: Why did you join the Marketing Club?

Answer: "I joined the Marketing Club because I've always seen marketing as one of the most important parts of business—no matter the industry or size of a company, marketing plays such a big role. It was also the first area of business I really connected with. Even as a kid, I loved watching how my favorite brands evolved and came up with campaigns that stuck with me. I wanted to explore that more, and the club felt like the perfect place to do it. It gave me a space to learn about the creative side of marketing while also



challenging my strategic thinking. I was also excited to meet people with different interests and strengths, and the community here has been amazing. Plus, I saw so much potential for the club to grow, and I wanted to be part of shaping that and helping marketing really thrive at Kenan-Flagler.

[Arya's LinkedIn](#)

Internship Opportunities

Here is our internship list that gets updated biweekly! This week includes new summer internships with many local opportunities in NC, such as at Ralph Lauren and even on-campus.

[Internships](#)

Marketing Insights

[Katy Perry Going to Space](#)

[Color-Drenched Cookware](#)

[Marketing of the Masters](#)

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