UNC MARKETING CLUB

WELCOME TO THE MARKETING CLUB'S NEWSLETTER

Week of 10.26 - 11.01

Upcoming Events:

Oct. 27th @ 6pm – Halloween Social @ YOPO

Don't miss our first social of the year! Join us **Tuesday, October 27th** from **6-8pm** at **The Yogurt Pump (YOPO)** for the Marketing Club Halloween Social. This will be a chance to spend time with other club members! Be sure to keep an eye out for additional details!

Nov. 5th @ 6pm – MAC Cosmetics Speaker Event

Join us **Thursday, November 5,** from 6–7 p.m. for an exciting speaker event with MAC Cosmetics! Come learn more about the beauty industry, gain insights into marketing and branding at a globally recognized cosmetics company, and hear firsthand about career opportunities in the industry.

Member Spotlight: Geraldy Aguilar



Studying:

Majors: Business Administration
Minors: Advertising & Public Relations and Spanish for Business

Year: Sophomore

Hometown: Charlotte, NC

Contact:

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Why Are You Interested In Marketing?

My interest in marketing began with a passion for business, even before I knew which career to pursue. Managing social media pages in high school introduced me to combining creativity with strategy, and that interest grew in college. Initially drawn to international business, I became excited by the possibility of connecting with audiences through global marketing. What draws me to marketing is its combination of creativity, psychology, and problem-solving. I'm curious about how people's emotions, motivations, and cultural backgrounds influence their responses to a brand and how marketers use that understanding to shape their messaging. This has changed how I engage with media: I now analyze campaigns' creative choices, intended audiences, and why certain messages stand out. Through the marketing and social media experiences I'm pursuing on campus, I'm putting these interests into action. As a Marketing Club member, I hope to keep exchanging ideas with others who share my interests, learn, and explore different paths in marketing as I work toward a global career in beauty, sports, or fashion.

Fill out the **Marketing Club Member Spotlight Form** to be featured!

Internship Opportunities:

The Borgen Project, an international organization dedicated to fighting global poverty, is offering a **remote, part-time Social Media/Digital Marketing Internship**! Interns will gain hands-on experience in branding, market research, social media strategy, media outreach and fundraising while supporting global advocacy efforts. This **12-week**, unpaid internship requires approximately **12 hours per week**, with flexible scheduling and new start dates each month. No prior experience is required, and college credit is available. **Learn more and apply here!**

Roots is seeking creative students interested in marketing, social media, and content creation for its **Creator Internship**! Interns will gain hands-on experience producing short-form video content for a real brand, building their portfolios, and receiving weekly mentorship from the social media manager. The role requires **under 5 hours per week**, with interns **creating 10 edited videos weekly**. Compensation includes a **personal Roots discount code** to enjoy food throughout the semester, along with valuable marketing experience!

Learn more and apply here!

Explore Marketing at Carolina

Professor Panel: Black Friday & Holiday Shopping

Go behind the scenes of Black Friday and holiday marketing with five UNC Kenan-Flagler professors! Join the panel on **November 18 from 3:30–5 p.m.** in **Bell Hall Room 2020** for a discussion and Q&A on the strategies brands use during the holiday shopping season. **All UNC students are welcome**, and **snacks will be provided**!

Stay Connected with the Marketing Club!

Website: https://www.unckfmarketingclub.com/

GroupMe: https://groupme.com/join_group/96475071/w497Z38O

LinkedIn: https://www.linkedin.com/company/uncmarketing/

Instagram: https://www.instagram.com/uncmarketing/?hl=en