



WELCOME TO THE MARKETING CLUB'S NEWSLETTER

Week of 9.21 - 9.27

Upcoming Events:

Sept. 28th @ 6pm – Speaker Event: The Link Group
Join us on **September 28** at **6 PM** in **McColl Building Room 2600** for a speaker event with **The Link Group, a Durham-based market research firm**. Hear directly from industry professionals about their work, learn more about careers in market research, and gain insight into how companies use consumer research to drive marketing and business decisions.

Member Spotlight:

Vice President of Membership: Isabela Souto



Studying:

Majors: Business Administration (Area of Emphasis in marketing) & Political Science

Minor: Data Science

Year: Senior

Hometown: Pembroke Pines, FL & Hickory, NC

Contact:

Email: isasouto@business.unc.edu

LinkedIn: <https://www.linkedin.com/in/isabelasouto/>

Why are you interested in Marketing?

Marketing combines my ability to think strategically while also requiring an understanding of people. As someone who naturally approaches problems with a strategic mindset, my previous marketing roles have challenged me to think about how an organization can leverage its strengths and resources to create value for its customers. I also enjoy how marketing allows me to work cross-functionally, and it exists in every industry.

Want to be featured? Fill this out: [Marketing Club Member Spotlight](#)

Internship Opportunities:

creset.

Creset, a student-founded creative water company making creative simple, convenient, and accessible, is looking for **Campus Growth Interns**. As an intern, you'll be getting customer feedback, running your own referral code, pitching real people, and getting a real hand in how a startup actually launches.

Details: 5-8 hrs/week, October through January. Orientation weekend of October 3. There is rolling deadline, so don't wait to apply! [Apply here!](#)



Roots Natural Kitchen recently launched their Creator Squad and are looking for volunteers interested in **content creation** for them!

Option 1 - Someone who likes creating content for Roots in return for free food!

Option 2 - Someone interested in content creation or building their portfolio/resume who is looking to get more involved and get free bowls in the process!

Reach out to Roots at **984.322.5600** or through their [Instagram](#) for more information.



Stay Connected with the Marketing Club!

Click on the links to explore!



[Website](#)



[Linkedin](#)



[GroupMe](#)



[Instagram](#)

