

## Welcome to our weekly newsletter!

### Upcoming Events

#### Speaker Series #6: Mythic (4/1)

Tomorrow we will host the 6th event in our Semester-Long Speaker Series with Mythic, one of the most dynamic agencies in advertising. Join us at 5:00 PM in McColl 3500 to hear from Mike Herman (VP, Creative Director) and Macie Heintz (Group Account Director). They'll share insights on creative strategy, campaign development, and the people behind Mythic's powerful work!



#### Speaker Series #7: Ally (4/7)

For our 7th Speaker Series event, we're excited to welcome representatives from Ally! They'll share insights into their roles, career paths, and how Ally approaches marketing in the financial services industry. This is a great opportunity to learn from professionals at a leading digital financial company and ask questions about branding, strategy, and more. The event will take place virtually via zoom.



### Highlight From Last Week

#### Speaker Series #5: Kurt Chamberlin (3/27)

Last week, we hosted our 5th Speaker Series event with Kurt Chamberlin, a Strategy Manager at General Motors. With a background in product management, marketing strategy, and internal consulting across companies of all sizes, Kurt brought a wealth of experience in identifying growth opportunities and driving strategic initiatives. He also earned his MBA from Kenan-Flagler and shared insights on how that helped him in his career.



[Kurt's LinkedIn](#)

### Other Opportunities

#### EY Power Up Session at UNC Kenan-Flagler

EY and 100 Women invite you to join the EY Power Up Session—an interactive program designed to help women build authentic confidence, broaden their networks, and enhance communication skills. This experience-led session focuses on breaking down barriers to gender equity and empowering women to manage their careers with intention and success. Complete the interest form via the link below by tomorrow, Tuesday, April 1st. If you are selected to attend, you will receive a final details email on Monday, April 7th.

##### Event Details:

Date: Thursday, April 10th  
 Location: Specific location will be confirmed in a final details email  
 Time: 3:00 – 5:00 PM ET  
 Dress: Business Casual, jeans are included

[RSVP Here](#)



#### 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](mailto:urjabar@gmail.com).



### Marketing Exec Spotlight

**Name:** Caroline Zedek  
**Email:** [cmzedek@business.unc.edu](mailto:cmzedek@business.unc.edu)  
**Grad Year:** 2027  
**Major/Minor:** Business Administration  
**Hometown:** Durham, North Carolina  
**Executive Position:** VP of Finance



**Question:** Why did you join the Marketing Club?

**Answer:** "I joined the Marketing Club because it always felt like a welcoming environment. As a freshman I wanted to make connections in the business school and with other pre-business students, and Marketing Club members were always down to earth and fun

to be around! I have made so many connections and met so many people through it. I always look forward to Marketing Club meetings!

[Caroline'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

[Packers International Marketing](#) | [Marketing Impact of "The White Lotus"](#)

[Impact of Tariffs on Consumers](#)

**Want to be featured in our newsletter? Fill out this quick form!**

[Member Feature](#)

