



WELCOME TO THE MARKETING CLUB'S NEWSLETTER

Week of 9.28 - 10.04

Upcoming Events:

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

Oct. 8th @ 6pm – Resume Workshop
Join us for a resume workshop in a collaboration with the **Sustainable Business Club** on **October 8th** at **6pm** in **McColl Building Room 2650**. This is a great opportunity to strengthen your resume, receive valuable feedback, and prepare for upcoming internship and career opportunities!

Oct. 19th @ 6pm – Fall Social
Mark your calendars for an exciting upcoming social on **October 19th** at **6pm** in **Carroll Hall (room TBD)** with the **Advertising Club** and **Public Relations Club**. This will be a chance to spend time with other club members! Be sure to keep an eye out for additional details!

Member Spotlight:

Vice President of Operations: Sage Serenco



Studying:

Major: Advertising & Public Relations

Minor: Shuford Entrepreneurship program & Pre-Business

Year: Sophomore

Hometown: Las Vegas, NV

Contact:

Email: sserenco@unc.edu

LinkedIn: www.linkedin.com/in/sage-serenco

What are your future career aspirations?

I've always been curious about the food industry and not just about the products themselves, but more about their process going from their initial ideation to product development, marketing, and repeat purchase. I've attended countless food industry trade shows and have developed a strong passion for creating change within the food industry. My goal is to build a future marketing career in the consumer packaged goods industry where I will one day launch my own product specifically supporting the running community.

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

Internship Opportunities:



Roots Natural Kitchen recently launched their **Creator Squad** and are in need of volunteers interested in content creation for them! They are looking for someone who likes **creating content for Roots in return for free food!** If you interested in content creation or building your portfolio/resume reach out to Roots at **984.322.5600** or through their **Instagram** for more information.



Red Hat

Red Hat is seeking **Digital Strategist interns** for its **Raleigh** team. Interns will work alongside senior mentors and global teams on **real-world marketing projects**, including campaign execution, events and webinars, email communications, data analysis, account intelligence, paid media, and campaign tracking. Ideal candidates have strong communication skills, an interest in marketing campaigns and data-driven decision-making, and a willingness to learn and collaborate.

[Learn more and apply here!](#)



Explore Marketing at Carolina

Student Orgs Webinar: Marketing Management

Join **UNC Student Affairs** **virtually** on **November 5 @ 6pm** to learn more about marketing management with Student Life and Leadership! This event will count for a **CLE credit**, and is focused on preparing student leaders to take organizational marketing and promotion efforts to the next level, and is **open to all UNC students**. To learn more about the event, [click here!](#)

Stay Connected with the Marketing Club!



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

GroupMe: https://groupme.com/join_group/96475071/w497Z38Q

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

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

