

# Welcome to our weekly newsletter!

## Upcoming Events



### P&G Networking Night 2/20

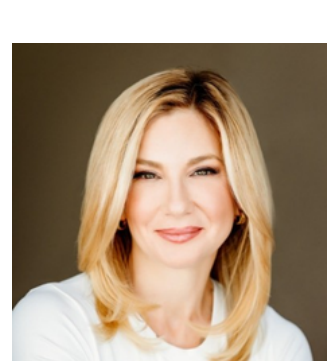
Join us this Thursday for an exclusive P&G Networking Night, a unique opportunity to connect with P&G professionals and gain valuable insights ahead of the case competition. This event is your chance to meet the judges, ask questions, and get expert tips on how to approach the competition with confidence. Beyond competition prep, you'll also have the opportunity to learn about career paths at P&G, hear insider perspectives on the company culture, and expand your professional network.

### P&G Case Competition 2/21

Save the date for the 9th Annual UNC x P&G Case Competition! This is your chance to put your problem-solving skills to the test and showcase your strategic thinking. Finalists will present their innovative solutions to a panel of P&G judges, gaining valuable real-world experience and professional feedback.

### Speaker Series #4 : Blake Morgan 2/27

Join us for our 4th Speaker Series event, featuring Blake Morgan, a thought leader in customer experience, digital transformation, and business strategy. As a keynote speaker, LinkedIn Learning instructor, and consultant for top brands like Amazon, Meta, Coca-Cola, and Microsoft, Blake brings a wealth of insights into customer-centric leadership, the evolving role of AI in marketing, and optimizing brand experiences in a digital world. Whether you're interested in CX strategy, emerging technologies, or leadership in marketing, this is a conversation you won't want to miss!

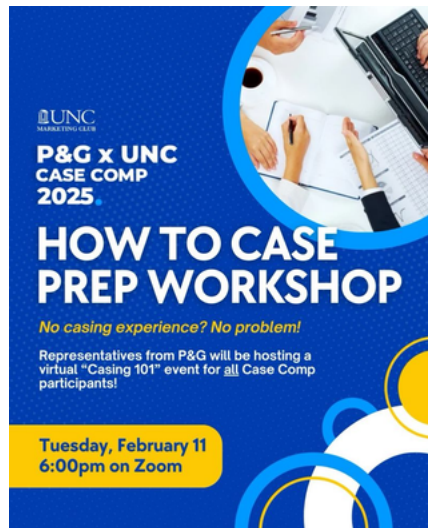


Check out Blake's LinkedIn : <https://www.linkedin.com/in/blakemichellemorgan/>

## Highlight From Last Week

### P&G Case Competition Prep Session 2/11

Last Tuesday, February 11, Procter & Gamble representatives hosted a virtual prep session to help students excel in the upcoming case competition. The session provided insights into P&G's approach to business challenges, tips on structuring case analyses, and best practices for delivering compelling presentations.



## Other Opportunities

### Carolina Skin Clinic Marketing Intern

Carolina Skin Clinic is seeking out an intern or part-time employee to help improve their marketing initiatives. Kaitlyn Pell is a Physician Associate that started Carolina Skin Clinic, a concierge aesthetic medicine practice right off E. Franklin Street in Chapel Hill. Her clinic focuses on unmatched patient-provider relationships (valuing patient over profit) and curating naturally effortless results that enhance the patient's natural and unique beauty. Services include cosmetic injectables like Botox/Dysport, Dermal Filler, Biostimulators (Sculptra), Cosmetic Dermatology Services (SkinPen, PRP/PRF, Microneedling, Medical Grade Skincare). Anyone interested in helping grow the company's social media account, whether that be a social media/marketing student, freelance artist, or a Chapel Hill agency would be an excellent fit for this position!

Anyone interested can reach out via email: [hello@carolinaskinclinic.com](mailto:hello@carolinaskinclinic.com)

Other valuable links:

Website: <https://carolinaskinclinic.com/>  
Instagram: @carolinaskinclinic

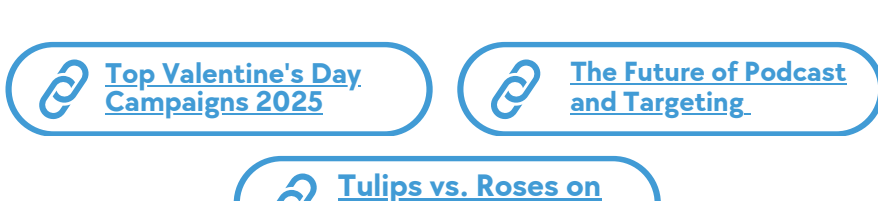


## Internship Opportunities

Here is our internship list that gets updated weekly! This week includes new summer internships at global companies, such as Lenovo and Shiseido, as well as at local companies like PBS North Carolina.



## Marketing Insights



## Marketing Exec Spotlight

**Name:** Betsy Porter  
**Email:** [betsy\\_porter@kenan-flagler.unc.edu](mailto:betsy_porter@kenan-flagler.unc.edu)  
**Grad Year:** 2026  
**Major/Minor:** Business Administration & Media and Journalism  
**Hometown:** Wilmington, North Carolina  
**Executive Position:** Design Chair

**Question:** *What are your future career aspirations?*

**Answer:** "For several years, my dream job has been to work in marketing. Growing up, I was incredibly inspired by fashion magazines. I realized it was because looking at photos of innovative fashion excites me, and I love seeing the creative ways fashion is represented across different forms of media. As a business administration and journalism double major at UNC-Chapel Hill, I aspire to build a career in brand marketing, PR, or



advertising for the fashion industry, helping brands craft narratives that connect authentically with consumers. I want to help brands inspire and influence customers through visual and written storytelling, strategy, and creative campaigns."



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