UNC MARKETING CLUB

WELCOME TO THE MARKETING CLUB'S NEWSLETTER

Week of 11.09 - 11.16

Upcoming Events:

Nov. 10th @ 6pm – Networking Across Clubs Event

Mark your calendars for an exciting upcoming social on **November 10th** at **6pm** in **Carroll Hall Rm. 111** with the **Advertising Club** and **Relations Student Society of America (PRSSA)**. This is a great opportunity to have conversations, make connections, and eat some free Chick-Fil-A!

Nov. 12th @ 6pm – Speaker Event: Bella Church

Join us on **November 12th** at **6 PM** on **Zoom** for a speaker event with **Bella Church, Field and Partner Marketing Manager at Medallia**! Bella is a UNC Kenan-Flagler alumna and **former UMC VP of Communications** who has built a career in marketing at companies including **IBM and Medallia**. Come hear about her career journey, experiences in B2B and partner marketing, and advice for students interested in pursuing a career in marketing

Member Spotlight: Sophia Pfister

Member Since: Fall 2025



Studying:

Major: Business Administration

Year: Sophomore

Hometown: Greensboro, NC

Contact:

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What has been your favorite Marketing Club event this year?

My favorite Marketing Club event so far this year has been the MAC Cosmetics speaker! It was inspiring to hear from Rachel, a marketing professional, who walked us through her dynamic role and day-to-day work at MAC. It opened my eyes to how marketing professionals stay current and tell stories with data and consumer insights. One valuable takeaway from this event was the importance of staying adaptable and open to learning in a fast-paced industry. Hearing how MAC balances creative identity with consumer demands gave me a new perspective on building loyalty in a competitive field.

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

Internship Opportunities:

The Borgen Project

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 NATURAL KITCHEN

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, 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!

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**!

Behind the News: An Insider's Look at Brand Strategy and Marketing at Disney's ABC11

Join **Adam Frary, VP of Marketing at ABC11,** on **November 11** from **4–6 p.m.** in **Carroll Hall Room 305** for an inside look at brand strategy, audience development, and marketing in local news! Explore social media trends, career opportunities, and real-world campaigns, plus participate in an interactive ad campaign workshop! An **RSVP is required**, as space is limited. **Learn more and RSVP here**!

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