

UNH MAC SMAC

SUMMIT FOR MARKETING & ADVERTISING CAREERS

3.5.21 VIA ZOOM

Real World Business Challenge: 8:40am -10am

Keynote Speaker: 10am -11am



Christopher Graves
President and Founder, Ogilvy Center for Behavioral Science

Ogilvy

Panel One: 11am -12pm



Kelsey Doherty
Director of Marketing



Monica James, PAUL '01
Digital Platform Manager



Melanie Cohn Rabino
Director Brand Engagement | Stewardship



Bob Welby, PAUL '95
Senior Director of Operations



Timberland



DUNKIN'



Need a job or an internship? Marketing Recruiter Sessions: 12pm - 1pm

Panel Two: 1pm - 2pm



Rebecca Bailey, PAUL '19
Associate Social Strategy



Taylor Cefalo, PAUL '14
Marketing Manager



Max DesMarais, PAUL '17
Digital Marketing Strategist



Alana Maher, PAUL '19
Associate Product Developer, Robotics



Clarks

vital.

Shark NINJA

REGISTER TODAY AT:

paulcollege.unh.edu/mac-smac-rsvp

Sponsored By:

Peter T. Paul Innovation Fund and the Dean's Office

#MACSMAC

Scan NOW to register:





MAC SMAC Summit for Marketing & Advertising Careers

FRIDAY, March 5th via Zoom

REAL WORLD BUSINESS CHALLENGE

8:40am-10:00am **Real World Business Challenge** – student teams pitch their marketing plans to support local businesses.

- Port City Pretzels
- Elle & Em
- Clark's American Bistro
- Big Bean

MAC SMAC SUMMIT FOR MARKETING & ADVERTISING CAREERS

10:00am-10:50am **Keynote Speaker**

- [Christopher Graves](#), President and Founder – **Ogilvy Center for Behavioral Science**

11:00am-12:00pm **Panel 1: Industry Leaders**

- Kelsey Doherty, Director of Marketing, **Boston Red Sox**
- Melanie Rabino, Director, Brand Engagement | Brand Stewardship, **Dunkin'**
- Monica James, Digital Platform Manager, **VF Timberland** (Paul '01)
- Bob Welby, Senior Director Operations, **Infiniti** (Paul '95)

12:00pm-1:00pm **Recruiting Breakout Rooms** – Sign up in advance on Handshake and submit your resume online [by 2/22](#) – Spots limited

- Boston Red Sox
- Clark's
- MediaHub
- Timberland
- TTI
- More to be announced

1:00-2:00pm **Panel 2: Marketing Professional Alums**

- Rebecca Bailey, Associate, Social Strategy, **GroupeConnect** (Paul '19)
- Taylor Cefalo, Marketing Manager, **Clark's** (Paul '14)
- Max DesMarais, Digital Marketing Strategist, **Vital Design** (Paul '17)
- Alana Maher, Associate Product Developer, Robotics, **SharkNinja** (Paul '19)

2:00-2:30pm **Wrap-Up:** Real World Business Challenge and Trivia Contest Winners announced

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