



UNH Marketing & Advertising Club

PRESENTS

UNH MAC SMAC

**SUMMIT FOR
MARKETING &
ADVERTISING
CAREERS**

3.05.21

VIA ZOOM

Sponsored By:

The Peter T. Paul Innovation Fund
Paul College Marketing Department and the Dean's Office

Please visit our:
REAL WORLD BUSINESS CHALLENGE 8:40-10 a.m.
RECRUITMENT OPPORTUNITIES 12-1 p.m.
Recruiting Breakout Rooms (virtual)



University of New Hampshire
Peter T. Paul College of Business and Economics

PROGRAM

#MACSMAC

Ogilvy

8:40 AM to 10:00 AM - Real World Business Challenge (separate Zoom link)



10:10 AM to 10:50 AM - Keynote Speaker - Via Zoom

- Christopher Graves, President and Founder, Ogilvy Center for Behavioral Science

11:00 AM to 12:00 AM - Panel 1: Marketing Industry Leaders

DUNKIN'

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

Clarks

Timberland 

12:00 PM to 1:00 PM - Recruitment Breakout Rooms - via Handshake

- | | |
|-------------------------|--|
| • Boston Red Sox | • MediaHub |
| • Clarks | • Nissan & Infiniti Group of North America |
| • Garrand Moehlenkamp | • Timberland |
| • Matter Communications | • Techtronic Industries |



1:00 PM to 2:00 PM - Panel 2: Marketing Professional Alums

vital.

- 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 PM to 2:30 PM - Wrap-Up: Real World Business Challenge and Trivia Contest Winners announced

Shark | NINJA

Scan to register



MEET THE TEAM

#MACSMAC

MAC Board of Directors



Kyle Rembis
President



Matthew Morrison
Vice President



Allie MacPhee
Director of Events



Mehdi Orogi
Treasurer



Lexi Hawtin
Secretary



Pinar Gökarp
Director of Development



Jack Kramer
Director of Marketing



Amanda Zubricki
Director of AMA



Donald Kornse
Director of Fundraising



Diane Devine
MAC Faculty Advisor
Senior Lecturer of Marketing



Ludwig Bstieler
Marketing Department Chair
Professor of Marketing




Heather Smith
Administrative Assistant
Marketing Department

PANEL 1: MARKETING INDUSTRY LEADERS

Diane Devine Mizusawa

Senior Lecturer and MAC Faculty Sponsor, Peter T. Paul College of Business & Economics



 **University of
New Hampshire**
Peter T. Paul College
of Business and Economics


With over 25+ years in strategic marketing, Diane Devine Mizusawa has held high-level senior positions at blue-chip companies including Saatchi & Saatchi, General Foods, Kraft Foods and High Liner Foods. She has built multi-million and billion dollar brands such as Cool Whip and Jell-O, run large brand management teams, and has done advertising campaigns for high profile Procter & Gamble brands. In addition to teaching marketing courses at Paul College and actively being the faculty sponsor of MAC, Diane runs a successful strategic marketing consulting firm, Devine Marketing Group, with a variety of clients—from Fortune 100 companies to entrepreneurial start-ups, working on brands from CBS's "Survivor" to Johnson & Johnson to UNH. Diane has an MBA from the NYU Stern School of Business.

PANEL 2: MARKETING PROFESSIONALS

Pinar Gökalp, Paul '21

Director of Development MAC, Peter T. Paul College of Business & Economics



 **University of
New Hampshire**
Peter T. Paul College
of Business and Economics

Pinar is a senior at the University of New Hampshire, graduating in May of 2021 with a BS in Business Administration, focused on International Business & Economics along with a minor in French. Although Turkish is her native language, Pinar developed fluency in English, is conversational in French and has studied Russian for a short time. Throughout her years at UNH, she has become heavily involved on campus both in and outside of PAUL college. Her upperclassmen experience of being a Peer Advisor for the First-year Innovation & Research Experience (FIRE) program has allowed her to solidify connections not only with her peers but also incoming generations of future Wildcats. As a Peer Advisor, she teaches a class of 20 first-year students, introducing professional business standards, as well as guiding her students through the year-long development of their Undergraduate Research Project. She has further demonstrated her leadership and administrative skills as well as balancing assertiveness and personableness in her current role as an RA. Pinar is responsible for member outreach and engagement as the Director of Development for the Marketing & Advertising Club (MAC). She works closely with the Director of Marketing to write, produce, and edit promotional videos to represent the organization on various social media accounts. The newest work-in-progress will be entered in the Best Recruitment and Social Impact Video Competition for the UNH American Marketing Association (AMA) collegiate chapter. In her free time, Pinar enjoys getting coffee and attending Zumba classes with friends as well as paying close attention to the global music industry.

KEYNOTE SPEAKER

Christopher Graves

founding President



Christopher Graves was named founding President of the Ogilvy Center for Behavioral Science in 2017 after serving 12 years as Global Chairman, Global CEO, and Regional (APAC) CEO for Ogilvy Public Relations. He also served as a member of the Ogilvy & Mather Worldwide Board and Executive Committee.

Graves joined Ogilvy after two decades in media and news, including 18 years with Dow Jones & The Wall Street Journal. He also headed all news & programming for the TV networks CNBC Asia and CNBC Europe.

Christopher was awarded a prestigious Rockefeller Foundation Bellagio Residency in 2016 for his work in behavioral science in communications. He was elected life member to the Council on Foreign Relations in 2010, the most influential foreign policy think tank in the US.

Graves served two terms as chairman of the industry association, PR Council, and as a trustee of the Institute for Public Relations where he co-founded their behavioral insights initiative.

Christopher is an active and highly-rated public speaker. He appears as a guest expert on television news, and as a guest anchor on CNBC. He has chaired sessions with world leaders and CEOs at the World Economic Forum (Davos and Summer Davos in China) for more than a decade. He has also been a speaker at the United Nations, SXSW, The Clinton Global Initiative, the World Islamic Economic Forum, and has keynoted hundreds of summits and corporate meetings.

Awards include: a Rockefeller Foundation Bellagio Residency; ESOMAR World Congress top prize; Marketing Research Society Grand Prix; four WPP Atticus Awards including the Grand Prix (for thought leadership); ICCO Hall of Fame; Campaign Asia Hall of Fame; Top 25 Innovator (Holmes Report); Agency of the Year, Asia Pacific PR Professional of the Year, Asia Pacific Consultancy of the Year; a news EMMY nomination and more than a dozen awards from The New York Film and Television Festivals and the Asian Television Awards.

Graves contributes frequently to the Harvard Business Review and was a contributing author of three McKinsey books: "Korea 2020;" and the business bestsellers "Reimagining Japan" and "Reimagining India."

PANEL 1: INDUSTRY LEADERS



Kelsey Doherty

Director of Marketing, Boston Red Sox

Kelsey has been overseeing the Boston Red Sox' social media and digital presence for the last 6 years. She grew up in Maine, and attended Emerson College in Boston, where she first worked as day-of-game staff with the Red Sox in 2012 and '13. In her time in sports marketing, she has live-tweeted postseason runs, a World Series championship, covered All-Star Games, and anything from college football to Lady GaGa concerts at Fenway Park. Kelsey will find any opportunity to use Drake lyrics as an IG caption and measures her world in retweets.

Monica James

Digital Platform Manager, VF Timberland (Paul '01)

Monica is an accomplished ecommerce and marketing strategist. The first half of her career brings an in-depth knowledge in mobile marketing, brand management and the creative development process. This includes a focus on mobile during its infancy and nearly a decade of implementing highly successful communications campaigns in the sports industry. The second half of her career has focused on Ecommerce, including UX/UI, CX, operations, project and platform management. She is an award-winning leader who understands key operational challenges, provides unique vision and creative solutions to complex problems, effectively influences people at all levels of the organization, and takes pride in her ability to get things done effectively and efficiently. Monica is a 2001 graduate of the UNH Peter T. Paul College of Business and Economics, formerly known as WSBE.



Melanie Rabino

Director, Brand Engagement | Brand Stewardship, Dunkin'

Melanie is a passionate marketer with experience creating breakthrough, integrated programs for consumer brands spanning restaurants, retailers, tourism and CPG. She is a quick mover, status quo challenger and driver of organizational change. Melanie has spent her career reimagining brands through media & creative to accelerate their relevance and brand love in today's competitive, changing landscape. Melanie currently leads brand engagement initiatives for Dunkin' US, where she is responsible for keeping an admired, beloved brand alive in culture through creative content, partnerships, merchandise and activations. Melanie is also the Founder of Young Women in Digital, a networking group that brings together 1,500+ women marketers at events designed to inspire career growth, meet peers and learn the latest marketing trends, all from amazing female leaders. In 2018, Melanie was honored as a Forbes 30 under 30 in Marketing & Advertising.



OUR SPEAKERS

#MACSMAC



Bob Welby

Senior Director Operations, Infiniti (Paul '95)

Bob Welby, a '95 graduate of WSBE, has 25 years of automotive sales & marketing experience with Nissan Motor Corporation. He is currently serving as Senior Director of Operations for Infiniti, the luxury division of Nissan. Bob leads the pricing, promotion, sales & customer experience areas of the US automotive operation. With rotations through over a dozen marketing & sales roles through his career, Bob has developed a passion for continuous improvement of the business by participating in and developing great teams. Bob lives in Nashville, TN with his wife, also a UNH grad, and their two teenage children.

PANEL 2: MARKETING PROFESSIONALS



Rebecca Bailey

Associate, Social Strategy, GroupeConnect (Paul '19)

Rebecca graduated in 2019 with a degree in Business Administration concentrating in Marketing and Entrepreneurial Studies. After college she started working in account management at Arnold Worldwide in Boston for Jack Daniel's, Santander Bank and Hardee's and now works for Digitas (GroupeConnect) for Bank of America as their Social Coordinator. She handles their publishing and engagements across social platforms while working with the larger social strategy team on the overall strategic vision for Bank of America. She was working and living in Boston but has recently relocated to the other side of the country in Washington where she works remotely.



Taylor Cefalo

Marketing Manager, Clark's (Paul '14)

Taylor is a 2014 graduate from the Paul College with a degree in Business Administration with a focus in Marketing. After 4+ years in the marketing agency world, Taylor shifted focus to join the brand side of the house at Clarks shoes. Her first role at Clarks was as a Performance Marketing Manager driving order volume and sessions to the Clarksusa.com eCommerce site through multiple paid media channels. Currently, Taylor supports the America's Digital Wholesale team as a Brand Marketing Manager. Her drive for the ever-changing digital marketing landscape is something that keeps her passionate about her work.

OUR SPEAKERS

#MACSMAC

Max DesMarais

Digital Marketing Strategist, Vital Design (Paul '17)



Max DesMarais is a marketing strategist at Vital and founder at hikingandfishing.com. He plans and creates marketing strategies for a wide variety of clients across the U.S. where he has a proven track record of success for his clients. He has extensive experience in search engine optimization, paid advertising, content marketing and other digital marketing activities. Max is also a passionate outdoorsman where he has blended his passion for digital marketing and the outdoors by founding hikingandfishing.com. Max holds a degree in marketing and finance from the University of New Hampshire.

Alana Maher

Associate Product Developer, Robotics, SharkNinja (Paul '19)



Alana Maher graduated from UNH in 2019 with a degree in Business Administration and a Concentration in Marketing. After graduation, Alana joined SharkNinja's newly formed and fast-growing robotics division. SharkNinja is known as one of the top brands in vacuum cleaners and has become one of the market leaders in the kitchen category, but nothing compares to the growth and innovation that comes from the Robot Vacuum category. Alana has many different roles within her Product Development title, working closely with numerous teams across the company, including Consumer Insights, Creative, Engineering, and Testing teams. The cross functional communication skills developed during her time at UNH can be attributed to the professional success and personal enjoyment she gets from her job daily. Since quarantine, she has revived her love for reading and often "escapes" from her house to watch the sunset whenever possible.

THANK YOU

The UNH Marketing and Advertising Club (MAC) thanks you for attending our 5th Annual Summit for Marketing & Advertising Careers (SMAC). We extend a warm welcome to our guest speakers and want to thank them for sharing their industry knowledge and expertise. We also want to thank the Paul College Dean's office, the Marketing Department and the Peter T. Paul Innovation Fund, who make this event possible. We hope today's keynote and panels with these highly accomplished business leaders, provide you with real world insight into what it is like working in the industry at some of the top companies in the world. Most importantly, we hope this event will inspire and empower you to move forward with passion and confidence in your studies and career!

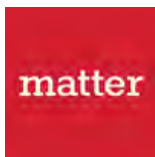
NEED A JOB OR INTERNSHIP?

Recruitment Breakout Rooms will take place between 12:00-1:00 p.m. Sign up on Handshake.

Special thanks to Paul College Career and Professional Success and Leslie Smith for organizing this opportunity!



Clarks



Timberland



Please visit our **REAL WORLD BUSINESS CHALLENGE** from 8 :40 AM to 10:00 AM via Zoom



Clark's
AMERICAN
BISTRO

STEM & ELLE



What is MAC?

The UNH Marketing & Advertising Club (MAC) creates a dynamic and engaging program that allows you to gain real world exposure and experience. It is a great opportunity—to empower you to be successful in your business careers. Open to all students, whether or not you are pursuing marketing or advertising, MAC provides invaluable tools, builds skills and resumes, and creates networking opportunities with industry leaders to help jump start your career. MAC is the official collegiate chapter of the American Marketing Association (AMA).

MAC Programs & Events

SPEAKER, WORKSHOP SERIES & FIELD TRIPS

Every fall and spring, we host industry leaders to speak about their experiences and criteria for success in the marketplace. We get speakers from local companies, as well as national brands. You get to hear what it is like to be on the frontline in marketing. This also provides you with a chance to meet these professionals face-to-face and ask questions. We also conduct hands-on workshops to help you build your skills and knowledge. Recently our workshops included: Optimize Your Resume and So you want to be in Marketing? Find the Best Career Path for You. We also take field trips to companies to see marketing in action. Recent field trips included: IBM Watson Health and Arnold Worldwide.

REAL WORLD BUSINESS CHALLENGE

Every spring, student teams work on a marketing problem for a real company to develop solutions and action plans to address real issues. You get to meet with selected businesses over the course of 4 weeks to develop plans/programs and to showcase your results in the MAC Real World Business Challenge held at MAC SMAC. This is a great way to have fun with other students and to build your resume and give back to the community by helping local businesses..

MAC SMAC (SUMMIT FOR MARKETING & ADVERTISING CAREERS)

This is your opportunity to get a front row seat on what it is like to work in the marketing and advertising field from top industry leaders of top companies. This is a not-to-be-missed event for those considering a career in business. MAC members get first dibs and get to work behind the scenes for this amazing event.

AMERICAN MARKETING ASSOCIATION



MAC is an official collegiate chapter of the AMA. Test your skills and participate in national competitions against other colleges. Participate in the annual International AMA Collegiate Conference.

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