

MARY M. HULBERT

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EDUCATION

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School – Chapel Hill, NC May 2025
Master of Business Administration, Full-Time MBA Program

- Concentration in Marketing
- Vetter Dean's Fellow, Forte Fellow - Partial tuition

MISSISSIPPI STATE UNIVERSITY – Starkville, MS December 2022

Bachelor of Business Administration, International Business, Minor in Marketing, GPA 3.82

Bachelor of Arts, Foreign Language (Spanish), Minor in Music, GPA 3.82

- Women in Business President, American Marketing Association: VP Community Service

EXPERIENCE

THE LOCAL – Ocean Springs, MS 2021-Present

Food truck specializing in Acai bowls and smoothies

Food Truck Owner

- Conducted SWOT analysis, leading to 15% improvement in financial projection accuracy
- Unified brand identity through logo, color palette, and website, driving repeat business by 10% in Q1
- Combined high-quality and user-generated content to boost customer engagement by 32% in Q1

MISSISSIPPI STATE UNIVERSITY: COLLEGE OF BUSINESS – Starkville, MS 2021-2023

Digital Marketing Specialist (2023)

- Devised personalized SEO dashboard with Google Analytics to identify top-performing content, driving 20% organic traffic increase in first 3 months
- Integrated VMock workshops into COB curriculum, yielding 12% increase in internship success rate
- Directed marketing campaign involving creation of 8 videos reaching 1000+ prospective students

Marketing & Communications Intern (2021-2022)

- Produced marketing material for COB social media platforms, resulting 248% increase in engagement
- Utilized social media SEO insights to optimize content strategy, enhancing account reach by 586%

SAMSUNG MOBILE USA – Virtual 2022

Samsung Marketing Influencer

- Guided digital outreach efforts increasing brand and product awareness in region by 46%
- Created digital marketing content highlighting Samsung devices and boosting product visibility

AMAZON – Ruskin/Orlando, FL 2021-2022

Area Manager Intern (Summer 2022)

- Reduced Inbound Stow department DPMO by 34.7% & SIPS DPMO by 64% through intern project
- Built and managed associate recognition program while mentoring a team of 43 associates

Sophomore Area Manager Intern (Summer 2021)

- Developed project targeting opportunity identification and efficiency in "DamageLand" at TPA1
- Spearheaded engagements & evaluated labor management of 30+ associates per shift

ADDITIONAL

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- Certifications: *Hubspot* (Content, Email, and Inbound Marketing), *Hootsuite* (Social Media Marketing)
 - Involvement/Volunteer: Move Mississippi Founder, MSU Women's Choir, MSU Athletic Ambassador
 - Media/Entertainment Experience: Celebration Talent Agency Judge/Emcee, voice/music teacher
 - Technical Skills: Search Engine Optimization (SEO), Affiliate Marketing, Content Management
 - Miss America Corporation: *Miss Mississippi* Overall Talent and Social Impact Scholarship Recipient