

Turning Identity into Impact: Women and the Power of Personal Branding

WIBC Body Meeting #5

Melissa Barker



Recognized as #1 on the ForbesWomen Must-Watch list, Melissa Barker is a prominent marketing and #VISIBILITY expert.

With a focus on empowering women to show up authentically—and wildly dissatisfied with conventional methods of gaining exposure—Melissa, a former Coca-Cola Global Marketing Executive, is on a mission to prove there's a better way to get #VISIBLE.

Her award-winning membership platform, Women Entrepreneurs Inc., stands as a testament to her branding, design, and digital marketing expertise, offering a supportive community of ambitious women, 1:1 coaching, and trainings from industry experts.

After helping hundreds of women build dream businesses—and cultivate a path to #VISIBILITY that truly excites them—Melissa's book, "Why #VISIBLE Women Will Win," guides women entrepreneurs to make their mark on the world in a way that feels authentically aligned with who they are and the story they want to tell.

Next WIBternship

Case Competitions Next Week!

(Rooms and times on sign-up sheet)

*Dress is Business Professional!

Next Body Meeting

Our next body meeting will be **VIRTUAL** on November 18 at 7:30 pm on Zoom.

From WIB to the World: Alumni Panel with several of our amazing WIBC alumni!

Out of respect for our speakers, please remember to dress appropriately on virtual meetings and keep your cameras on. It is also recommended to not be visibly in bed, eating, on your phone, or doing anything else that may be considered disrespectful. Thank you!

Alumni Brunch Networking Event

Reminder!

- This Sunday at Darla Rooftop 511
 - 11:00 am - 1 pm
 - If you signed up and cannot attend anymore please email me asap AJKNAPP@EMAIL.SC.EDU
 - Dress: Business Casual
- If you are attending, please make sure you signed up, and if you have any questions you want to hear answered, fill out the questions form please!
- I will be sending out LinkedIn info on the speakers so that everyone attending is able to prep any additional questions if wanted.

Sign Up Form



Question Form



Exec Applications: General Requirements

- Available every Tuesday at 7:30pm for body meetings.
- Available on alternating Tuesday nights (time TBD) for bi-weekly exec meetings
- Make a strong effort to attend all WIB events
- Interest in continuing to build and improve WIBC as a student organization
- Is a team player with strong interpersonal and communication skills and a desire to build leadership skills
- Demonstrated previous involvement in WIBC (meeting attendance, event attendance, etc.)

Open Roles



- Director of Recruitment & Retention
- Director of Alumni Relations
- Director of Membership

Descriptions of roles and links to the applications can be found linked in this QR code.

Please do not use AI to write your responses. We want to hear YOUR ideas.

Applications Close: 11/12 11:59PM

Membership Spotlight



Please fill out this QR code if you would like to be featured on the Instagram for the membership spotlight!

Thank you!