

Joshua L. Horndt

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Education

Texas A&M University

B.S. Technology Management. GPA 3.31

Minor Business Administration

Relevant Coursework: Principles of Marketing and Survey of Management

Student Organizations: Business Analyst & Consulting Association

College Station, TX

Aug. 2022 - Dec. 2026

Experience

Apple Ace Lumber (Cappleman Enterprises, LLC)

Sales Consultant

Contributed to a sustained 36% monthly profit increase, aligning consumer needs with strategic product offerings. Advised management on sales optimization tactics, including inventory prioritization and customer engagement techniques. Built long-term relationships with commercial and residential clients, increasing repeat business and high-value referrals. Provided strategic input on market trends, leading to data-driven decisions in product selection and pricing.

Eagle Lake, TX

(Current)

Cartedo AI (Virtual Consulting Platform Simulating Real-World Business Cases)

Business & Marketing Strategy Consultant - Remote

Ranked top 10% of participants. Conducted in-depth business case analyses using Cartedo AI simulations, interpreting real-world reports to craft data-driven growth strategies. Developed targeted marketing plans and business models for diverse industries, focusing on customer acquisition, brand positioning, and product-market fit. Applied market research techniques and competitive analysis to identify scalable opportunities and process inefficiencies for business improvement. Delivered clear, actionable strategy recommendations, simulating professional client pitches under tight deadlines and real-world constraints.

(Remote)

Jan. 2025 - May 2025

Skills & Interests

Technical: SQL (basic), Microsoft Suite (advanced), IT (advanced), Consulting (expert)

Interpersonal: Communication, Organizational, Problem Solving, Consumer Relations, Critical Thinking

Consulting & Business: Market Research, Competitive Analysis, Client Communication