

Caroline Altstadter

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EDUCATION:

University of Colorado Boulder, Leeds School of Business <i>B.S. in Business Administration with an Emphasis in Marketing</i> <i>Minors in Creative Technology and Design and Information Science; Certificate of Global Business</i>	Expected May 2026 Boulder, CO
Leeds Scholars Program <ul style="list-style-type: none">GPA 3.81 Dean's List 2022-PresentAmazon Web Services Cloud Practitioner Certification Chancellors Achievement Scholarship (merit-based)Relevant Coursework: Pricing and Channels of Distribution, Buyer Behavior, Marketing Research and Analytics	
CIEE Business + Culture Study Abroad Program <i>International Business</i>	September 2024 to December 2024 Barcelona, Spain

WORK EXPERIENCE:

NI (now a part of Emerson) <i>Product Marketing Engineering Intern</i>	May 2025 to August 2025 Austin, TX
<ul style="list-style-type: none">Revamped marketing collateral to align with new brand standards following the Emerson/NI merger, ensuring consistency across all internal and external communicationsSynthesized complex technical product information into accessible sales training resources, empowering cross-functional teams to articulate value propositions with greater clarity and confidenceLed the redesign of the sales enablement content hub, enhancing usability, structure, and visual cohesion to improve team access and efficiencyDeveloped an intuitive digital flipbook for Sales Development Engineers, streamlining lead follow-up with easily navigable and impactful content	
TD SYNNEX <i>Partner Enablement Intern</i>	May 2024 to August 2024 Gilbert, AZ

LEADERSHIP AND ACTIVITIES:

Delta Delta Delta <i>Member</i>	September 2022 to Present Boulder, CO
<ul style="list-style-type: none">Served as Vice President of Chapter Programming and Development (one-year term), facilitating weekly meetings for over 150 members, implementing risk management plans, and mediating conflictConsulted with National Tri Delta leadership to implement updated organizational policies and develop modernized first-year member experience toolsFostered an inclusive and supportive environment for new members by leading small-group discussions and mentorship sessions	
American Marketing Association <i>Participant</i>	May 2024 to Present Boulder, CO
<ul style="list-style-type: none">Placed first in the 2024 CU Boulder AMA Case Competition and advanced to the 2024-2025 National AMA Case CompetitionCollaborated with a team of five to develop a comprehensive 2-year strategic plan for Denver Bone Broth, including new product ideas, a marketing plan, and a budget analysisConducted market research and consumer analysis to identify growth opportunities and support strategic recommendations for Denver Bone Broth	

International Consulting Project <i>Participant</i>	January 2023 to May 2023 Tokyo, Japan
<ul style="list-style-type: none">Collaborated with four Japanese peers to develop and deliver a cross-cultural presentation, effectively managing time zone differences and language barriersPartnered with a nine-member international team to evaluate digital innovation of American Airlines and ANA HoldingsConducted comparative research on the digital economies of Japan and the United States, analyzing key trends and insights	

SKILLS AND INTERESTS:

Technical: MS Excel (XLOOKUP, IFS, pivot tables), Adobe Photoshop, Python, Dynamics CRM, Amazon Web Services
Interests: Reading fiction, science fiction, and dystopian novels; volunteering with children and animals, cooking and baking