

Caroline Altstadter

Boulder, CO | (480) 433-0939 | 4carolinea@gmail.com | <https://www.linkedin.com/in/carolinealtstadter/>

EDUCATION:

University of Colorado Boulder, Leeds School of Business

Expected May 2026

B.S. in Business Administration with an Emphasis in Marketing

Boulder, CO

Minors in Creative Technology and Design and Information Science; Certificate of Global Business

- **GPA 3.81** | Dean's List 2022-Present
- Amazon Web Services Cloud Practitioner Certification | Chancellors Achievement Scholarship (merit-based)
- Relevant Coursework: Pricing and Channels of Distribution, Buyer Behavior, Marketing Research and Analytics

Leeds Scholars Program

- Program involves technical and qualitative workshops with industry leaders and professional partners, mentoring, community outreach, and global experiential opportunities
- Led the planning and execution of a community project, successfully engaging 20 young women to grow interest and build skills in STEM fields

CIEE Business + Culture Study Abroad Program

September 2024 to December 2024

International Business

Barcelona, Spain

WORK EXPERIENCE:

NI (now a part of Emerson)

May 2025 to August 2025

Product Marketing Engineering Intern

Austin, TX

- Revamped marketing collateral to align with new brand standards following the Emerson/NI merger, ensuring consistency across all internal and external communications
- Synthesized complex technical product information into accessible sales training resources, empowering cross-functional teams to articulate value propositions with greater clarity and confidence
- Led the redesign of the sales enablement content hub, enhancing usability, structure, and visual cohesion to improve team access and efficiency
- Developed an intuitive digital flipbook for Sales Development Engineers, streamlining lead follow-up with easily navigable and impactful content

TD SYNnex

May 2024 to August 2024

Partner Enablement Intern

Gilbert, AZ

- Researched and found cost-effective alternatives for over 180 AWS training licenses from potential new vendors
- Streamlined operational efficiency by consolidating over 200 duplicate AWS reseller accounts and removing redundant entries in Dynamics CRM, resulting in optimized account management
- Collaborated with the TD SYNnex AWS team to revise microsite content, enhancing visibility of public sector solutions for potential partner acquisition

LEADERSHIP AND ACTIVITIES:

Delta Delta Delta

September 2022 to Present

Member

Boulder, CO

- 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 conflict
- Consulted with National Tri Delta leadership to implement updated organizational policies and develop modernized first-year member experience tools
- Fostered an inclusive and supportive environment for new members by leading small-group discussions and mentorship sessions

American Marketing Association

May 2024 to Present

Participant

Boulder, CO

- Placed first in the 2024 CU Boulder AMA Case Competition and advanced to the 2024-2025 National AMA Case Competition
- Collaborated 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 analysis
- Conducted market research and consumer analysis to identify growth opportunities and support strategic recommendations for Denver Bone Broth

International Consulting Project

January 2023 to May 2023

Participant

Tokyo, Japan

- Collaborated with four Japanese peers to develop and deliver a cross-cultural presentation, effectively managing time zone differences and language barriers
- Partnered with a nine-member international team to evaluate digital innovation of American Airlines and ANA Holdings
- Conducted 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