

# Caroline Radke

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## EDUCATION

**GEORGETOWN UNIVERSITY, McDonough School of Business**  
**Master of Science in Management (STEM-designated program)**

**Washington, DC**

*Expected Graduation: May 2025*

- Merit Scholarship | GPA: 3.95/4.00

**EMORY UNIVERSITY, Goizueta Business School**

**Atlanta, GA**

**Bachelor of Business Administration, Strategy & Management Consulting, Finance, Marketing**

*May 2024*

- GPA: 3.90/4.00

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## EXPERIENCE

**EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL**

**Atlanta, GA**

*Professor Marina Cooley's Research Assistant, Apr. 2023 – May 2024*

*TikTok Content Creation Lead, Jan. 2023 – May 2024*

*Content Marketing Digital Age (MBA) Research Assistant, Jan. 2023 – Jun. 2023*

- Optimize activities in and outside classroom, assist with book writing and publishing, and manage social channel presence
- Manage social channel strategy and execution (LinkedIn, TikTok, Instagram); lead annual Fall Student TikTok Takeover (helped grow account to 14k+ followers, 1.8M+ likes, helped feature class in The New York Times and more publications)
- Researched marketing topics (eg. Mapping/ROI, Digital Ecosystems, Branding, Positioning, AI) for 60+ MBA students
- Analyzed HBS case "How to Win in the Creator Economy;" created lesson plan; implemented a framework to analyze brand deals; wrote two case studies (incl. Apple) and a Digital Ecosystem/Budget Allocation assignment
- Created and applied a framework to three of Melissa Wood Health's brand deals to analyze what makes a good brand deal; wrote two additional case studies (incl. Apple) and a Digital Ecosystem/Budget Allocation assignment

**KIMBERLY-CLARK PROFESSIONAL**

**Atlanta, GA**

*eCommerce Growth Intern, May 2023 – Aug. 2023*

- Identified five emerging eCommerce trends that will have the biggest potential impact on KCP's business, communicated the importance of each, recommended specific actions KCP can take to capture value from them
- Constructed a KCP playbook website for Business Units, integrating emerging tools for fundamentals, assortment, search, content, pricing, and marketing; produced interactive video demonstrations to boost user comprehension
- Proposed a Social Media Marketing Case Study including team, strategies for before and during campaigns, budget and budget allocation, and results and outcomes; included potential revenue generation
- Delivered pricing and audit analyses for four distributors, including insights for key; protected \$19 million of business and created value opportunities resulting in \$580,000 for every 1% change in sales

*Vice President of Professional Development, Co-op and Intern Network (COIN), May 2023 – Aug. 2023*

- Ideated, planned, and organized two Professional Development Webinars, including Microsoft Excel Tips and Tricks and Connecting Co-ops/Interns with the College Recruiting Team for an audience of up to 200 individuals

**STADA ARZNEIMITTEL AG**

**Frankfurt, Germany**

*Corporate Financial Planning and Analysis Intern*

*Jun. 2022 – Aug. 2022*

- Supported with the creation of the monthly business review (MBR) decks, including Operations MBR, Forecast 6+6, and Management Committee (ManCo) decks, for the executive committee and shareholders
- Conducted Risks & Opportunities and Consumer Healthcare Pricing consolidation for global markets
- Analyzed stock-in-trade (SIT), monthly market performance, and Net Working Capital for global markets
- Controlled M&A Tracking, UK Legal Entities BCS, and the monthly Sales Flash (UK and European markets)
- Deepened proficiency in Microsoft Office (especially Excel), LTS, and SAP and SAC systems, and carried out an extensive clean up to optimize the access to One STADA Finance across divisions

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## DISTINCTIONS

**Achievements & Skills:** The Marketing Showdown: A Qualitative Study on What Better Entices Millennials, 4x Singapore National Gymnastics Champion, Microsoft Office Suite, SEO, Google Ads, Google Analytics, R, SharePoint, AWS

**Leadership:** Undergraduate Business School Leadership Conference (Marketing Director), Kappa Alpha Theta (Academic Lead)

**Global Mindset:** English (Native), German (Native), French (Intermediate), Travel (Germany, US, Singapore, and 49 countries)

**Community:** International Volunteer HQ, Kappa Alpha Theta, Medical Explorers, American Red Cross

**Involvement:** Skiing, Gymnastics, Sports, Hiking, Reading (Historical Fiction, Nonfiction), Cooking, Baking, Investing