

MONTSERRAT CATALDI

montserrat.cataldi@colorado.edu • Boulder, CO 80303 • 720-285-6239 • www.linkedin.com/in/montserratcataldi

EDUCATION

University of Colorado Boulder – Leeds School of Business Expected May 2021
Bachelor of Science in Business Administration with a dual emphasis in Marketing and Social Responsibility & Sustainability.

Honor & Awards:

- Cumulative GPA: **3.97** – Dean’s List for all consecutive semesters.
- Lifetime member of Beta Gamma Sigma: A professional organization whose members are in the top 10% of their class and enrolled at the world’s most prestigious AACSB-accredited business schools.
- Best Project Award 2018: Orchestrated and led a marketing campaign to promote healthy habits in the Boulder community by collecting used books and building a small library the under-privileged could have unlimited access to.
- **Relevant Courses:** Marketing Research & Analytics (ranked 1st among 200 students), Consumer Behavior, Product Strategy, Consulting Skills, Introduction to Environmental Studies, Leading Diverse & Inclusive Organizations.

EXPERIENCE

World Trade Center Denver **Denver, Colorado**
Marketing Intern May 2020 – Present

- Design and develop immigrants & refugees’ marketing section of their business plan.
- Established and created both their website and social media platforms and coordinated their strategic action-plan.
- Propose new course of action for their business such as their branding and packaging strategies.

Topic Insights **Boulder, Colorado**
Co-Founder & Chief Marketing Officer May 2020 – Present

- Launched my own start-up with the purpose of sharing inspiring stories and insights to promote the power of business as a force for good in the diverse ecosystems in which organizations operate.
- Create Topic’s branding throughout *all* its digital platforms – currently working on our long-term course of action.
- Contact and forge partnerships with both influencers and companies to create mutually-benefitting partnerships.

Simple Switch **Boulder, Colorado**
Growth Project Intern April 2020 – July 2020

- Developed PR campaigns to increase traffic and conversion rates – reaching an 11% increase in revenues from sales.
- Presented an innovative project with new e-commerce initiatives such as enabling corporate gifts, bundles, and others.
- Led business proposals after identifying additional business and revenue generating opportunities.

Telethon Foundation **Asuncion, Paraguay**
Marketing & PR Intern May 2019 – August 2019

- Assisted with social media management, email marketing, and content creation.
- Achieved an increase of +9% in customer acquisition rate through new and engaging fundraisers.
- Participated in meetings to discuss current and brainstorm new methods to improve brand loyalty.
- Captured donations of +\$2,500 through corporate sponsorship.

LEADERSHIP

CESR Fellows: Leeds School of Business **Boulder, Colorado**
Director of Marketing January 2020 – Present

- Spread awareness about the CESR’s events and professional development workshops for CU students passionate about using the power of business to make a positive social & environmental impact.
- Create marketing materials and promotions, oversee the social media platforms, and manage the weekly newsletter.

Leeds School of Business **Boulder, Colorado**
Information’s Management & Business and Financial Analytics Teaching Assistant August 2019 – Present

- Supervise 50+ students – monitor their progress and ensure a positive learning environment through coaching & mentoring

SKILLS & INTERESTS

- Microsoft Office, Google Drive, Photography, Mailchimp, WordPress, Adobe Illustrator: Photoshop, Illustrator, InDesign.
- Love baking, horseback riding, arts & crafts, photography, travelling, hiking & outdoors.