

## CARTER ALTRUDA

Chicago, IL | carteraltruda@gmail.com | [linkedin.com/in/carteraltruda](https://www.linkedin.com/in/carteraltruda)

### STRATEGIC MARKETING & SALES SPECIALIST

Marketing and client care professional with proven success across financial services, real estate, and sports marketing. Skilled at translating data and strategy into measurable outcomes, driving client engagement, revenue, and brand visibility. Recognized for academic excellence (Dean's List, Presidential Scholarship). Known for a growth mindset, eagerness to learn, and ability to balance full-time work with academic excellence. Experienced in leading campaigns, building partnerships, and managing multi-channel marketing with quantifiable results.

### AREAS OF EXCELLENCE

Sales Strategy & Client Engagement | Real Estate Investment Support | Data Analysis & Market Research  
Multi-Channel Marketing Campaigns | Sponsorship Development | Social Media & Digital Growth  
Event Marketing & Community Outreach | Strategic Presentations & Pitches | AI Tools & Automation for Marketing and Sales

### PROFESSIONAL EXPERIENCE

IRA CLUB — Chicago, IL

Client Care Representative & Sales Specialist | Sep 2021 – Present

- Onboarded and supported 1,000+ clients, strengthening relationships and ensuring long-term retention
- Coordinated and marketed educational webinars averaging 50–100 attendees, boosting investor awareness and conversions
- Streamlined lead management using CRM software, improving sales tracking efficiency by 30%
- Contributed to measurable growth in sales, client engagement, and assets under management through proactive support and communications

ALPINE CAPITAL SOLUTIONS — Indianapolis, IN

Intern | Jun 2024 – Aug 2024

- Conducted detailed financial analysis and market research for 10 real estate transactions, supporting investment decisions and underwriting
- Served as a point of sale contact for clients, directly facilitating deals and client communications
- Prepared reports on property performance and financing opportunities, influencing investment strategies and client acquisition

AFC ANN ARBOR — Ann Arbor, MI

Sales & Marketing Specialist (Internship) | Apr 2017 – Aug 2021

- Managed ticket and merchandise sales for games averaging 200+ attendees across 20 games per season
- Secured 3 sponsorships with local businesses, expanding community partnerships and revenue streams
- Increased social media following by 50% through targeted content campaigns and outreach
- Coordinated community events, strengthening brand presence and fan engagement

### EDUCATION

DePaul University — Chicago, IL | 2021 – 2025

Bachelor's in Public Relations & Advertising

- Dean's List, Presidential Scholarship Recipient
- Sales Leadership Program Certification
- Kellstadt Marketing Edge Program Graduate
- Led winning campaign pitch for Dick's Sporting Goods

### VOLUNTERING & ATHLETICS

Pilsen Alliance – Chicago, IL | 2022

- Cold-called prospects to raise funds, supporting grassroots community initiatives

DePaul D1 Ultimate Frisbee Team – Chicago, IL | 2021 - 2025

- 2025 Team Captain