

Carter Speckmann

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Elko New Market, MN 55020

MARKETING MANAGEMENT

Current student at the University of St. Thomas graduating in December of 2025 with a degree in Marketing Management and a minor in Strategic Communications: Advertising and Public Relations. I offer a strong foundation in digital marketing and project management, with a proven ability to drive efficiency, deliver successful outcomes and collaborate within cross-functional teams.

KEY SKILLS

Website Design (WordPress)
CRM (HubSpot)
Project Management

Report writing and presenting
Critical thinking skills
Excellent communication skills

Strong interpersonal skills
Proactive and self-motivated
Exceptional organizational skills

PROFESSIONAL EXPERIENCE

Gemini Inc.

May 2025 - Aug 2025

Marketing Intern

I work with the marketing team at Gemini to support a variety of marketing initiatives, including updating website content through WordPress and creating email campaigns using HubSpot. Throughout this internship, I have gained experience in copywriting, project management, graphic design, and social media marketing. I am learning how to balance creativity with strategy, meet deadlines across multiple projects, and adapt messaging for different audiences. This role helped me grow in communicating ideas clearly while contributing to the success of larger marketing efforts.

University of St. Thomas Athletics

Aug 2023 - Present

Athletics Marketing Intern

I work to keep spectators engaged in sports when the sport itself is not currently going on. This includes but is not limited to pregame, timeouts, halftime, and post-game. Some examples of specific tasks I do include coordinating the National Anthem singer, getting spectators involved in minigames, coordinating the halftime show performance, and controlling music/lighting during games.

Lindsay Piram Creative

May 2024 - Sep 2024

Event Planning Intern

I worked with an event planner as an event coordinator on the days of events, such as weddings, corporate events, and non-profit organizations. Throughout this internship, I learned how to manage people and put the client's wishes first. Additionally, I learned the importance of appearance through the décor at events. This internship helped me grow in speaking my mind while keeping vendors and clients happy.

EDUCATION & CERTIFICATIONS

University of St. Thomas

September 2022 - December 2025

Major: Marketing Management

Minor: Strategic Communications: Advertising & Public Relations

Digital Advertising Certification

HubSpot

SEO Certification

HubSpot

EXTRACURRICULAR ACTIVITIES

Social Media Manager

Spikeball Club

Member of:

Marketing Club

Sports Management Club

Volunteer

Photography & Marketing for Duck Cup Memorial