

Jack Chindlund

Marketing & Product Marketing Candidate

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EDUCATION

University of Colorado Boulder – Leeds School of Business

May 2026

Bachelor of Science in Business Administration with an emphasis in Marketing and Entrepreneurship

Key Courses: Principles of Marketing, Strategic Thinking and Entrepreneurship, Accounting, Finance, Business Ethics, Strategic Communications, Marketing Research, Corporate Strategy, Product Strategy, Pricing and Channels of Distribution

MARKETING EXPERIENCE

Natrol Melatonin Case Competition – Consumer Insights & Campaign Strategy

- Analyzed Natrol’s messaging and competitive landscape using secondary research to identify differentiation opportunities within the sleep supplement category.
- Developed a social media campaign strategy with messaging framework and creative mockups based on category insights and consumer sleep-health behaviors.
- Presented campaign strategy and consumer insights to senior leadership at Vytalogy Wellness (Natrol’s parent company) including the VP of Marketing, Senior Brand Manager, and Manager of Omnichannel Marketing.
- Awarded 2nd place among five university teams.

New Venture Creation – Product Concept Development & Market Strategy

- Developed a new venture from ideation to pitch using customer interviews, market research, and competitive analysis.
- Conducted customer interviews and survey research to validate the concept and identify unmet customer needs.
- Built the venture’s value proposition, target segment, branding/messaging, and contributed to a pitch-ready go-to-market plan.

EXPERIENCE

Best Buy, Boulder, CO

October 2020-Present

Shift Lead, promoted from Sales Advisor

- Promoted to Shift Lead to oversee sales floor operations and team execution in a high-volume consumer electronics store.
- Trained and coached 15+ sales associates on product knowledge, consultative selling, and objection handling to improve customer engagement and sales performance.
- Consistently exceeded individual sales and product attachment targets by identifying customer needs and positioning tailored technology solutions.
- Managed daily cash operations, reporting, and closing procedures, ensuring financial accuracy and compliance with store controls.
- Influenced purchasing decisions through product demonstrations, competitive comparisons, and value-focused messaging to drive higher-margin product adoption.

LEADERSHIP

Delta Tau Delta, Boulder, CO

October 2022-November 2023

Vice President

- Helped reestablish fraternity charter after a 30-year absence, growing membership from ~20 to 40+ active members.
- Oversaw a board of 3 chairs (Brotherhood, Social, Philanthropy) and coordinated event planning, operations, and cross-functional collaboration.
- Managed budgeting and financial planning efforts, ensuring fiscal responsibility and long-term sustainability.

SKILLS

- Marketing & Strategy: Market Research, Consumer Insights, Segmentation, Positioning & Messaging, Competitive Analysis, Go-to-Market Planning
- Tools: Microsoft Excel & PowerPoint, Google Sheets, Canva, Survey tools (Qualtrics/Google Forms)
- Professional: Team Leadership, Customer Communication, Cross-Functional Collaboration, Problem-Solving