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2025 Women in Construction: Caroline Rennie, Auburn Construction

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Caroline Rennie
Marketing Manager

What is one project or achievement in your career that you are most proud of, and how did it impact your organization or community? Auburn has experienced significant growth over the past year. Since joining the team, I have worked to update our brand's identity and visuals, as well as develop new project proposal and marketing standards. I am proud of the impact this has had in showcasing Auburn's growth and the capabilities of our incredible team. Looking ahead, we have an exciting year with the launch of a new website under development and many great projects to share that highlight our team's accomplishments.

Who or what has inspired you most in your career, and what advice would you share with the next generation of women entering the A/E/C industry? The people in my life inspire me. The ambition of trusted colleagues, friends, and family motivates me to excel. My advice to women entering the A/E/C industry is to keep evolving – don't be afraid to pivot and play to your strengths. I began my career as a commercial interior designer, contributing to incredible projects. I discovered a passion for conceptual design, branding, project feasibility, and the bidding process, which led me to the marketing side of the industry. Now, as I lead marketing efforts for a construction management firm, I'm embracing this next phase of my A/E/C career.

What's your favorite way to recharge or get inspired outside of work? I explore my South End neighborhood, attend concerts and games, cook, and travel.