

# Juanita Ruan

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## EXECUTIVE STATEMENT

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Resilient undergraduate student at the University of Central Florida pursuing a bachelor's degree in Marketing with a minor in Spanish language. Proficient with Microsoft and Google software complimented by involvement in developing marketing campaigns and sales competitions. Current experience in customer service with the purpose of strengthening industry knowledge and experience.

## EDUCATION

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**University of Central Florida**, Orlando, FL  
Bachelor of Science in Business Administration, Marketing  
Minor: Spanish Language

**Expected Graduation May 2027**

Cumulative GPA: 3.21

### Relevant Coursework, UCF

Professional Selling, Marketing, Management of Organizations

## COMPUTER SKILLS & CERTIFICATIONS

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- **Excel Associate, Microsoft Office Specialist:** Word, Excel, Powerpoint, Office
- Experience with **Google software:** Google Ads, Sheets, Docs
- Adobe InDesign, Adobe Photoshop, Adobe Illustrator certified
- **Fluent Spanish Speaker**

## PROFESSIONAL EXPERIENCE

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**Outback Steakhouse** – Winter Springs, FL  
Carry-out Specialist

**May 2024 - Present**

- Navigated responsibilities including taking, packing, and expediting 20-70 orders per day.
- Executed working with a team of up to 5 people and individually within the position and training other team members.
- Capable working in high-stress situations while maintaining professional and meaningful interactions with customers.

**Dyverse Marketing** – Orlando, FL  
Account Management Intern

**May 2025 - July 2025**

- Responsible for weekly negative keyword audits of over twenty properties and worked with properties digital marketing campaigns within Google Ads.
- Administered note taking while shadowing client calls for senior account managers.
- Gained experience in Google Ads working with general campaigns, PerformanceMax campaigns, callout assets, and RSA Headlines.
- Led property keyword research to see what words should be implement to our campaigns to optimize search.

## ACADEMIC PROJECTS

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**Future Business Leaders of America**  
Social Media Manager | 2021-2022 & Reporter | 2022 – 2023

**August 2017 - May 2023**

- **First place Florida State Champion Graphic Design 2021, Fourth place Florida State Champion Sales Presentation 2023**

## ACTIVITIES

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**UCF DECA**  
Member

**August 2025 - Present**

- Attended chapter meetings and participated in activities such as competition practice and case study reviews.

**Volunteer UCF**, Seniors First: Language Learning Program  
Spanish Assistant

**January 2025 - August 2025**

- Mentored up to five seniors at a time, helping them practice basic spanish or english skills on a needs basis.
- Created learning plans for individual participants and led practices weekly.

**Volunteer USF, Oceanography Camp for Girls**  
Peer Counselor

**Summer 2021 - Summer 2023**

- Mentored 30 young women entering high school on topics ranging from marine science to life questions.
- Worked with camp leaders and other counselors to lead interactive activities and teach about the oceanography field.