

Juanita Ruan

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EXECUTIVE STATEMENT

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

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

- **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

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.

Diverse 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 implemented to our campaigns to optimize search.

ACADEMIC PROJECTS

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

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.