

Juanita Ruan

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EXECUTIVE STATEMENT

Resilient undergraduate student at the University of Central Florida pursuing a bachelor's degree in marketing and professional selling 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,
Advanced Spanish Native Fluency

COMPUTER SKILLS & CERTIFICATIONS

- **Excel Associate, Microsoft Office Specialist:** Word, Excel, PowerPoint, Office
- Experience with **Google software:** Google Ads, Sheets, Docs
- **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.

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

UCF Professional Selling Program
Member

January 2025 - Present

- Most competitive business program offered through the Department of Marketing in the UCF College of Business.
- Active sales roleplay practice in class; learning software including Salesforce and Copient AI.
- Current mentee throughout program being mentored by active business professional working in the sales industry.

ACTIVITIES

UCF DECA
Member

August 2025 - Present

- **First place Florida Collegiate Champion Event Marketing 2025, Second place Florida Collegiate Champion Fashion Merchandising and Marketing 2025**
- 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 need's basis.
- Created learning plans for individual participants and led practices weekly.