

Jenna Royar

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Education

University of Wisconsin-La Crosse, La Crosse, WI

College of Business Administration

Bachelor of Science, May 20XX

- Double Major: **International Business** and **Marketing**
- Minor: **Spanish**
- GPA: 3.75
- Dean's List

Spanish American Institute, Seville, Spain, Fall Semester 20XX

- Completed coursework in Spanish language and cultural studies
- Traveled throughout Spain and Europe, including Portugal, France, England
- UW-La Crosse College of Business Administration Study Abroad Scholarship Recipient

Related Coursework and Language Skills

- **Related Coursework:** International Marketing, Business Research, Market Research, Introduction to International Economics, Legal and Ethical Environment of Business
- **Language Skills:** Advanced proficiency in Spanish: speaking, reading and writing

Marketing and International Business Projects

International Product Development Project, Fall 20XX

- Created a marketing plan to introduce a U.S. product into the Chinese market
- Analyzed the Chinese culture and economy, as well as business competitors

Business Research Project: Faculty International Experiences, Spring 20XX

- Collaborated with the UW-La Crosse Office of International Studies to conduct a survey about faculty members' international experiences and ways to increase international experiences amongst faculty and students
- Utilized SPSS statistical analysis software package to study data and make recommendations

Campus and Community Involvement

Member, International Business Association

Member, American Marketing Association

Work Experience

Bilingual Customer Service Representative, APAC, Inc., La Crosse, WI, June 20XX – May 20XX

- Enhanced communication and problem solving skills by serving needs of current and prospective customers of major newspaper publications
- Utilized language skills by serving both Spanish and English speaking callers

Sales Associate, Bath & Body Works, Woodbury, MN, November 20XX-August, 20XX