

# Andrew Carlson

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School Address:  
145 State Street  
La Crosse, WI 54601

414-555-5555 mobile  
carlson.aw@hotmail.com  
www.linkedin/in/andrewcarlson

Permanent Address:  
329 Western Lane  
Waukesha, WI 53186

## Education

University of Wisconsin-La Crosse, La Crosse, WI  
Bachelor of Science, May 20XX  
Double Major: **International Business** and **Marketing**  
Minor: **Spanish**  
Marketing GPA: 3.7, International Business GPA: 3.5, Cumulative GPA: 3.45

**International Marketing Coursework:** International Marketing, Market Research, Buyer Behavior, Comparative Marketing Systems, Introduction to International Economics, Global Perspective on Business, International Marketing Strategies (Spring 20XX)

## Global Profile

- Fluent in the Spanish language, including writing, reading and speaking
- Worked and lived in a foreign country
- Traveled extensively throughout Central and South America: Mexico, Peru, Bolivia

## Marketing and International Business Experience

**Marketing Intern – Bilingual**, January – May 20XX

**U.S. Commercial Service, U.S. Consulate, Guadalajara, Mexico**

- Assisted U.S. companies in marketing and exporting products and services in Mexico by conducting research, analyzing data and generating reports
- Helped support the Wisconsin trade mission to Mexico
- Translated for a trade mission from Rhode Island
- Composed, translated and edited documents for publication in Spanish and English

**International Product Development**, Fall 20XX

**UW-La Crosse Class Project**

- Simulated introducing a U.S. made product into a foreign country
- Investigated the culture and economy of the country and of the competition
- Developed a marketing plan for start up of foreign sales

**Marketing Assistant**, May – December 20XX

**La Crosse Country Club**, Onalaska, WI

- Assisted with planning and promoting clubhouse events
- Designed, edited and published monthly newsletters and other correspondence; distributed to over 400 club members

## Campus and Community Involvement

**English Tutor, UW- La Crosse Multicultural Office**

- Tutored Latinoa students grades K-12, and adults with English and homework

**Member, International Business Association**

**Member, American Marketing Association**

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## Other Work Experience

- **Server/Bartender, Famous Dave's Restaurant**, La Crosse, WI, September 20XX – present
- **Server, Perkins Restaurant and Bakery**, La Crosse, WI, September 20XX-May 20XX

## References

**FirstName LastName**

Professor  
Marketing Department  
University of Wisconsin-La Crosse  
last.first@uwlax.edu  
608-785-4444

**FirstName LastName**

General Manager  
La Crosse Country Club  
firstlast@lacrosscc.com  
608-756-5555

**FirstName LastName**

Multicultural Office Director  
University of Wisconsin-La Crosse  
last.first@uwlax.edu  
608-785-5555