

JULIA T

Marketing & Business Student | San Diego State University

San Diego, CA • [Email] • [Phone] • [LinkedIn] • [Portfolio]

PROFESSIONAL PROFILE

Business student with a focus on Marketing and a strong interest in **marketing strategy, business development, user research, and operations**. Internationally experienced, bilingual in English and German, conversational in Spanish, and comfortable working with modern AI tools and agents. Known for strong interpersonal skills, adaptability, active listening, and taking initiative when situations are ambiguous or problems need to be solved.

EDUCATION

San Diego State University — San Diego, CA

B.S. in Business Administration, Marketing | Expected May 2029 — 2025–Present

Relevant interests: Marketing Strategy • Consumer Behavior • User Research • Business Development • Operations • Data & AI

Fairview High School — Boulder, CO

High School Diploma | 2025 — 4.0 GPA

EXPERIENCE

English Language Volunteer — Madagascar

June–July 2026

- Taught English to young adults in a cross-cultural educational environment.
- Built strong relationships with students and fellow teachers, becoming a trusted source of support and perspective.
- Adapted quickly to unfamiliar circumstances and helped navigate unexpected challenges as part of an international group.
- Developed stronger communication, listening, collaboration, and problem-solving skills through hands-on experience.

Customer Experience & Operations Associate — aPizza Restaurant

Boulder, CO | 2024–2025

- Supported customers in a fast-paced restaurant environment while maintaining a positive and professional experience.
- Managed checkout responsibilities and handled customer interactions with accuracy and attention to detail.
- Collaborated with team members to keep daily operations running efficiently during busy periods.
- Developed practical experience in customer service, teamwork, communication, and day-to-day business operations.

SELECTED PROJECTS & INTERNATIONAL EXPERIENCE

SDSU Consumer Research Project — Influencer Authenticity

San Diego, CA | 2026–Present — 100-person research study | Expected completion October 2026

- Conducting primary research into how young adults distinguish between authentic and inauthentic influencers on social media.
- Designing and conducting research with a target sample of approximately 100 participants.
- Exploring the relationship between perceived authenticity, trust, social influence, and consumer behavior.
- Applying research, analytical, and listening skills to a real-world marketing question.
- Developing findings intended to provide insight into how brands can build more genuine connections with younger audiences.

Spanish Language & Cultural Immersion — Oaxaca, Mexico

2023

- Completed a three-week Spanish-language immersion program.
- Strengthened conversational Spanish skills through intensive language and cultural exposure.
- Developed greater confidence communicating and adapting in an unfamiliar environment.

Community Construction Project — Costa Rica

2022

- Participated in a three-week community service project helping construct a playground for local children.
- Worked collaboratively with other participants on a hands-on project with a tangible community outcome.
- Gained experience adapting to new environments and working as part of a diverse team.

Marine Biology Research Project — Catalina Island, California

2020

- Participated in a hands-on marine biology research project exploring local marine ecosystems.
- Developed early experience with observation, research, documentation, and scientific inquiry.

SKILLS

Marketing & Business

Consumer Research • User Research • Business Analysis • Problem Solving • Customer Experience • Communication • Team Collaboration

Technology

Microsoft Office • AI Tools & Agents • Research & Information Synthesis • Data Analysis

Languages

English — Native • German — Native • Spanish — Conversational

LEADERSHIP & PERSONAL STRENGTHS

- Strong interpersonal and relationship-building skills
- Active listener with a people-first perspective
- Comfortable operating in ambiguous situations

- Takes initiative without waiting for direction
- Adaptable across cultures and unfamiliar environments
- Naturally curious and motivated by challenging problems
- Able to bring people together around a solution

INTERESTS

Watercolor & Drawing • Writing • Hiking • Creative Matcha Experiments