

# Javier Martin

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Atlanta, GA 30329”

## EDUCATION

**Clemson University**, Clemson, SC, USA | June 2019 – Present

Bachelor of Arts in Spanish and International Business

Expected graduation: May 2025

**Harvard Business School Online** | February 2022 – April 2022

Global Business Certificate

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## RELEVANT SKILLS

### Language Proficiency

- **Spanish:** Advanced business communication skills with a strong understanding of Latin American culture for effective professional interactions.
- **French & Portuguese:** Intermediate proficiency in conversation and business contexts.
- **Russian:** Basic understanding of essential phrases and vocabulary.

### Intercultural Experience

- **Westwood International School, Botswana** | Jan 2009 – May 2011  
Lived and studied in a multicultural environment, enhancing intercultural communication and adaptability. Developed respect for diverse perspectives, especially within African cultures.

### International Skills

- **Cultural Understanding:** Recognizes and respects cultural differences, particularly in African and Latin American contexts.
- **Hosting International Guests:** Experienced in hosting and engaging with foreign guests, ensuring a welcoming and culturally sensitive environment.
- **Cross-Cultural Communication:** Effectively communicates with individuals from diverse cultural backgrounds, bridging language and cultural barriers.
- **Adapting to Local Customs:** Adapts to local customs and practices, enhancing business relations and building trust with international partners.
- **Facilitating Intercultural Collaboration:** Fosters collaboration between teams from different cultural backgrounds, ensuring mutual respect and understanding.

### Time Management

- Effectively prioritizes tasks to meet deadlines.
- Manages multiple projects and responsibilities simultaneously.
- Proficient in using SMART goals, planners, and digital tools to organize and track tasks.

### Economics Knowledge:

- Strong understanding of micro and macroeconomic principles (e.g., supply and demand, market structures, economic indicators).
- Ability to analyze economic data and trends to inform business decisions.
- Knowledge of global trade dynamics and their effects on local economies.
- Understanding of exchange rates and currency markets.
- Familiarity with trade policies and international trade agreements.

### **Social Media Marketing**

- Proficient in platforms like Facebook, Instagram, and X (formerly Twitter), with a solid grasp of audience demographics.
- Skilled in content creation, engagement strategies, and performance analysis.
- Analyzes case studies to identify successful social media marketing practices.

### **Market Research**

- Conducted consumer surveys to analyze preferences and market trends.
- Skilled in both qualitative and quantitative research, including focus groups and statistical analysis.
- Proficient in tools like Google Analytics and SurveyMonkey to interpret data and create comprehensive reports.

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## **EXPERIENCE**

### **Atlanta Water Gardens** | Sales Associate | May 2022 – Present (Summer job)

- Assist customers in selecting water garden equipment and supplies.
- Organize and merchandise the sales floor to optimize product presentation.

### **Word of Mouth Restaurants** | Host | September 2019 – August 2021

- Developed skills in managing high-end clientele and workplace dynamics.
- Handled stressful situations and contributed to team management.

### **Kaleidoscope Bistro & Pub** | Host/Server | May 2019 – September 2019

- Worked during the pandemic, empathizing with customers while enforcing health and safety measures.

### **Eataliano Kitchen** | Host/Server | April 2018 – August 2018

- Enhanced teamwork and communication skills by engaging with diverse customers in a fast-paced environment.
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## **RELEVANT PROJECTS AND ACTIVITIES**

### Cultural Comparison for Guatemala (SPAN 3020)

- Conducted comprehensive market research on Guatemala's economy, trade, government structure, religion, history, and culture to support the launch of a localized version of Uber (Tutuk).
- Analyzed key factors such as consumer preferences, regulatory environment, and potential market challenges, all conducted in Spanish for regional relevance. The final presentation was done all in Spanish.

### Cultural Comparison for France (SPAN 3060)

- Conducted a detailed analysis of France's cultural and economic environment, focusing on factors that make the country favorable for business.
- Delivered a comprehensive presentation in Spanish, providing an overview of France's economic landscape, business opportunities, and key cultural considerations for market entry.

### Internship at Briste, Córdoba, Argentina

- Supported both the sales and marketing teams as Briste entered the Paraguayan market, gaining insights into the unique business dynamics between Argentina and Paraguay.
- Contributed to marketing campaigns by brainstorming and assisting with ad design concepts.
- Key achievements include translating the company's app from Spanish to English and advising sales and marketing leadership on the legal requirement to offer a French version of the app under Canadian law.

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## LEADERSHIP AND VOLUNTEER EXPERIENCE

- **Captain**, DDY Soccer Team: Led team strategy, fostered teamwork, and organized practices and matches, developing leadership skills and the ability to manage diverse personalities.
- **Team Captain**, Foxhall Equestrian Team (Hunter Jumper): Led practices, coordinated events, and promoted collaboration and performance.
- **Volunteer**, Angel Flight: Assisted with fundraising events and provided pre-event organization for a non-profit supporting child with cancer.
- **General Secretary**, Spanish Professional Society: Organized meetings, managed communications, and coordinated with the executive board.
- **Volunteer**, Lewa Children's Home, Eldoret, Kenya: Volunteered for a week and a half, assisting with farm-related tasks such as milking cows and planting and picking crops. Played soccer and cricket with children after their school day, fostering connection and support.