

**Kate Heinen**  
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**OBJECTIVE:** Seeking a Digital Marketing Specialist position with Forex Capital Markets

## EDUCATION

**B. S., Business Administration, International Business**

**12/20XX**

San Jose State University, San Jose, CA

**RELATED COURSEWORK:** International Marketing, Global Dimensions of Business, Organizational and Behavioral Management, International Economics

**Study Abroad,** Vienna University of Economics and Business

Summer 20XX

- Completed coursework in European economics and marketing
- Wrote a literature review on the effects of national health benefits on European economies
- Gained fluency in German and conducted informational interviews with 5 local business leaders

## PROJECTS

**International Market Strategy,** Review San Jose State University

Spring 20XX

- Created a detailed analysis of an international on-line tutoring startup's marketing strategy
- Conducted interviews with leadership, completed benchmarks, and assessed market positioning
- Reported and presented results, which resulted in an A grade

## RELATED EXPERIENCE

**Administrative Assistant,** Tax Pros, Inc., San Jose, CA

11/20XX – Present

- Provide administrative and customer support for a tax preparation service with over 1,500 clients
- Aid clients in understanding and completing complicated tax forms
- Maintain accuracy and security of database with confidential tax information
- File final tax documents with the county clerk's office and through electronic delivery methods
- Assist in monthly payroll duties for 48 business clients

**Receptionist,** Alliance Insurance, Santa Clara, CA

5/20XX – 9/20XX

- Provided administrative and customer support for an insurance broker with over 750 clients
- Facilitated resolution of customer issues in claims submission and resolution
- Contacted 20 clients per day to provide assistance to clients with delinquent accounts
- Contributed several new web-based strategies for generating and retaining more clients
- Decreased office expenses by 15% with the implementation of purchasing procedures and controls

## SKILLS

Technical: Microsoft Word, Excel, and PowerPoint, QuickBooks, Google Sites

Languages: Fluent in written and verbal English and German

## ACTIVITIES

**Member,** SJSU Club Women's Field Hockey

9/20XX-Present

**Participant,** Global Leadership Passport Program, SJSU

9/20XX-5/20XX

- Multi-year leadership-development program to prepare global business leaders