

Jackson A. Pranica

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CAREER OBJECTIVE

Open-minded business graduate seeking an entry-level marketing position within an innovative, international company

EDUCATION

The Ohio State University

Bachelor of Science in Business Administration

- Max M. Fisher College of Business
- Marketing Major, Korean Minor
- Cumulative GPA: 3.95

Columbus, OH

December 2016

PROFESSIONAL EXPERIENCE

Stride Tool Inc. - Ohio Export Internship Program

Marketing/Export Intern

- Collaborated with in-house departments and out-sourced designers on a digital marketing campaign
- Worked with wholesalers and retailers to promote the new product, iManifold, to consumers
- Performed a market analysis on the Korean refrigeration and air-conditioner servicing market
- Guided Stride Tool Inc. with properly following NAFTA's exporting documentation and regulations

Glenwillow, OH

May 2015 – August 2015

EXPERIENCE ABROAD

Yonsei University – International Exchange Program

Exchange Student

- Performed a company analysis on Haier and their international expanding strategies
- Taught English and American culture to enthusiastic senior citizens as a volunteer
- Studied entrepreneurship, international business, and various aspects of Korean culture
- Advanced Korean language skills through language courses and direct immersion

Seoul, South Korea

Feb. 2016 – July 2016

June 2014 – August 2014

INVOLVEMENT/LEADERSHIP

RG Barry Brands (Foot Petals)

Marketing Consultant (Fisher Marketing Capstone Class)

- Performed in-depth primary and secondary research on the client and its competitors
- Analyzed and organized data obtained using the data analytics software SPSS
- Designed and presented a detailed implementation plan report to the client

Columbus, OH

August 2015 – December 2015

International Business Club

Advisor (2015-2016)/ President (2014-2015)

- Helped create and run an International Business Club summit on sustainability
- Coordinated a team of six members to assure goals and deadlines were met on time
- Trained incoming presidents in presentation skills and event planning

August 2014 – April 2016

Buckeyes Beyond Ohio (BBO)

Board Member

- Acted as a leader and a role model for new out-of-state/international students
- Created and implemented a variety of events to enhance students' experiences

August 2013 – April 2014

SKILLS

Languages:

Korean: *Advanced*
French: *Elementary*
German: *Elementary*

Computer:

Office Suite *Advanced* SQL *Intermediate*
HTML/CSS *Intermediate* SPSS *Basic*
Java/Android *Basic*