

BRIANNA SOTO

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EDUCATION

New York University Shanghai

Bachelor of Science in Business and Finance

- Planned Concentration in Accounting and Minor in Computer Science

Shanghai, China

Expected May 2029

WORK EXPERIENCE

East Motor LLC

International Business Intern

- Prepared and finalized business documents, including bills of sale and titles, ensuring compliance with international trade regulations.
- Conducted market research on the Peruvian heavy equipment sector to inform strategic sales decisions.

Willimantic, CT

Jun 2023 – Aug 2024

Big Y World Class Market

Cashier

- Process customer transactions accurately and efficiently, handling cash, credit, and debit payments.
- Deliver excellent customer service by addressing inquiries and ensuring a positive shopping experience.

Mansfield, CT

Nov 2024 – Present

PROJECTS

Startup Landscape Analysis: AI in Education Technology — *Investment Analysis, Pitch Deck Creation*

- Researched and analyzed 10+ early-stage startups in the EdTech sector to identify emerging market trends and investment opportunities for venture capital evaluation.
- Developed a market map to categorize companies based on business models and target demographics, identifying a key gap for AI-powered writing assistants.
- Authored a one-page investment memo on a top-prospect startup, providing a qualitative analysis of its product, team, and market potential.

Market Entry Strategy: Dutch Bros Coffee in the Northeast — *PowerPoint, SWOT Analysis*

- Developed a hypothetical go-to-market strategy for a beverage retailer's expansion into a new geographic market, targeting consulting industry problem-solving frameworks.
- Conducted a SWOT analysis and competitive landscape review to identify key market challenges and opportunities against established incumbents like Starbucks and Dunkin'.
- Formulated a 3-point strategic recommendation focused on targeted real estate, localized marketing, and digital partnerships to capture market share.

LEADERSHIP & ACTIVITIES

National FFA Organization

Member

- Developed leadership and public speaking skills through participation in chapter meetings and state-level events.
- Represented the state at the National FFA Convention, competing as a member of a four-person team in the Natural Resources and Environmental Science Career Development Event.

Remote

Mar 2021 – Present

Agriculture Education Department Christmas Tree Sales

Volunteer

- Processed sales for 50+ Christmas trees per season, managing customer interactions and handling cash/credit transactions.
- Assisted with inventory management and the daily reconciliation of sales records, ensuring accuracy.

Storrs, CT

Dec 2021 – Dec 2024

SKILLS

Languages: English (Native), Spanish (Native), Mandarin Chinese (Beginner)

Technical Skills: Microsoft Office Suite (Excel, PowerPoint, Word), Canva, CapCut

Coursework Skills: Market Research, SWOT Analysis, Competitive Analysis, Business Communications