

# Sofia Alvarez – Mexico – Female – 23

Target MSc: Marketing / Digital Strategy

## EDUCATION

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Bachelor in Marketing  
Tecnológico de Monterrey  
**2020 – 2023**

## PROFESSIONAL EXPERIENCE

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Digital Marketing Intern – Coca-Cola FEMSA  
**Feb 2023 – Jul 2023**

- Managed social media campaigns and influencer partnerships
- Analyzed campaign performance metrics

Brand Assistant – L'Oréal Mexico  
**Jun 2022 – Jan 2023**

- Supported product launches and market research
- Prepared presentations for brand strategy meetings

## SKILLS

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Digital marketing analytics, Canva, Google Analytics  
Branding & communication  
Languages: Spanish (native), English (fluent)

## PERSONAL INTERESTS

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Photography, fashion marketing, content creation