

Sofia Alvarez – Mexico – Female – 23

Target MSc: Marketing / Digital Strategy

EDUCATION

Bachelor in Marketing
Tecnológico de Monterrey
2020 – 2023

PROFESSIONAL EXPERIENCE

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

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

PERSONAL INTERESTS

Photography, fashion marketing, content creation