

# Sofia Alvarez

Mexican | Female | 23 years old

*Target MSc: Marketing / Digital Strategy*

## PROFESSIONAL EXPERIENCE

---

Digital Marketing Intern - Coca-Cola FEMSA

February 2023 - July 2023

Supported the execution of digital marketing campaigns across social media platforms

Coordinated influencer partnerships and monitored campaign deliverables

Analyzed campaign performance using engagement, reach and conversion metrics

Prepared performance reports and insights for marketing managers

Brand Assistant - L'Oréal Mexico

June 2022 - January 2023

Assisted brand managers in product launches and promotional initiatives

Conducted market research and competitor analysis within the beauty sector

Supported the preparation of presentations for brand strategy and planning meetings

Helped coordinate communication between marketing, sales and external agencies

## EDUCATION

---

Bachelor in Marketing

Tecnológico de Monterrey

2020 - 2023

Coursework in marketing strategy, consumer behavior, branding and digital analytics

Strong focus on data-driven marketing and communication strategies

## SKILLS

---

Digital marketing analytics, Canva, Google Analytics

Branding and communication

## LANGUAGES

---

Spanish (native), English (fluent)

## PERSONAL INTERESTS

---

Photography, fashion marketing, content creation