

Sophie Louise Briques

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EDUCATION

Hult International Business School – San Francisco, United States September 2019 – July 2020
Master's in Business Analytics | Entrepreneurial Impact Scholarship | Dean's List

McGill University – Desautels Faculty of Management, Montreal, Canada September 2015 - April 2019
Bachelor of Commerce, Major in Global Strategic Management, Minor in Business Analytics | James McGill Scholarship

Relevant Skills: Qualtrics, Python, R, SQL, Dataiku DSS, Machine Learning, Text Analytics, Tableau

WORK EXPERIENCE

Portions, Montréal, Canada – Fresh Food Start-Up December 2018 – August 2019
Marketing Coordinator and Sales Representative

- Developed a marketing strategy for social media and physical channels, increasing followers post engagement by 10x
- Led targeted campaigns to promote sustainability initiatives based on past data collected
- Generated sales leads and support for new locations

Conference Sales Representative – Munich, São Paulo, Montréal Summer 2016 – August 2019

- Identified upwards of 50 in person leads daily for target market in the Solar and Food industries at International Conferences
- Utilized four languages to facilitate connections and relationship building with early prospects

Impact Hub Montréal, Montréal, Canada – Global platform for social entrepreneurs May - July 2017
Project Coordinator – Social Economy Initiative Impact Intern

- Managed community engagement initiatives through logistics in an impoverished neighborhood
- **Achievement:** published independent research with the Social Innovation Integrator's Lab on social economy challenges in the Montréal context. Used observational data and academic resources to develop case study focused on organizational change and value proposition.

Emirates Insolaire, Dubai, UAE – Solar glass manufacturing and sales June - August 2016
Intern

- Assisted Senior Manager with commercial proposals, decision making process and timeline for upcoming constructions projects

BioPharma Consulting, São Paulo, Brazil – Life science consulting January – August 2015
Analyst

- Carried out research to identify key strategic challenges in the Pharmaceutical Industry
- Conducted analysis and reporting to support business development projects

LEADERSHIP AND EXTRACURRICULAR

EGG Conference (hosted by Dataiku), San Francisco, USA November 2019
Volunteer

- Executed check-in process for 600-person conference

Junior Enterprise Desautels, Montréal, Canada – For-profit student-run consulting firm October 2016 – June 2019
Senior Consultant

- Designed and conduct data collection through focus groups and surveys and data analysis through excel, tableau and R in health services, fundraising, fintech, marketing analytics and artificial intelligence

MyVision McGill, Montréal, Canada September 2015 – June 2019
Vice President Social Business Consulting

- Led a team of 9 consultants on sustainable solutions for social businesses in the Montréal area
- Structured sales strategy, pitch and closure while training sales team of 3 students
- **Achievement:** Expanded client base by 10x | Secured 3 revenue generating projects in two years

Accenture Case Competition – McGill University, Montreal, Canada November 2017
1st place (out of 6 teams) Inclusivity and Innovation in Tech Industry - Case Competition

Social Innovation Data Dive – Quartier de L'Innovation, Montreal, Canada November 2017

SKILLS AND INTERESTS

Language: Native French, English and Portuguese. Fluent Spanish.

Interests: Sustainability, Social Businesses, Policy, Clean Technology, Data Analytics, Big Data Applications to Human Problems