

Maria Sofia Müller

Miami, FL | 305-799-3017 | mariasofia.muller@gmail.com | www.linkedin.com/in/sofiamuller

EDUCATION

Florida International University

Miami, FL

Master of Science in Logistics and Supply Chain Management

December 2022

- **GPA:** 4.0 / 4.0
- **Relevant Coursework:** Tableau, Excel, SAP ERP, SSPS Modeler, Database Management

Coder House

Full Stack Development

March 2023

- **GPA:** 4.0 / 4.0
- **Relevant Coursework:** JavaScript, HTML, CSS, Java, React JS

PROFESSIONAL EXPERIENCE

NBC Universal

Miami, FL

Associate Producer

April 2022– Present

- Responsible for the development of themes, topics, guests, and content ideas for the project assigned.
- Manages recruitment of guests communicating directly with managers and talent extending invitations and submitting proposals to participate on the show assigned on behalf of Telemundo and the production.
- On taping days oversees the plan, making sure the production schedule is being followed and that all elements are in place on time.
- Manages invoice processing, check requests, production credit card clearance, and other documentation required by finance in order to submit and approve payments.
- Keeps track of appearance releases, vendor agreements, music licenses as well as any other legal document that needs to be executed.
- Serves as a liaison with all Network departments.

NBC Universal

Miami, FL

Production Coordinator

July 2021– August 2021

- Edited segments for 6 sports and researched usable b-roll as well as highlights and video elements for live transmissions at the Olympic Games Tokyo 2020.
- Collaborated with producers and graphics team on various projects to accomplish organization goals. Managed social media downloads and administered live transmission through Flowics (at least 4 per segment from 5 major companies).
- Researched and gathered information to support and fact check news stories using relevant sources such as archives and database. Prepared +5 facts for talent per show.

Aerodoc Inc

Miami, FL

Product Manager

February 2022 – April 2022

- Spearheaded implementation of Aerowork Fulfillment Center geared to adapt Aerodoc's service to client needs. Responsible for +10 transportation logistics projects throughout Latin America and Europe.
- Created and managed Amazon SP, eBay, Walmart, with corresponding quarterly Sales & Trend report Forms. Reached 40% more sales than expected in first 3 months. Controlled SAP ERP operations and +\$300K budgets.
- Strategize with operations department to continually analyze project health and advise alternate product solutions on a monthly basis report, while expediting specific phases, when necessary, to meet budget and scheduling expectations.
- Negotiated transportation, handling, and delivery contract agreement for truck load with domestic and international providers, saving approximately 20% for Aerodoc.
- Lead, designed, implemented, and commercialized a fulfillment center in less than a year. Closed first 5 customers within a month of launching.
- Directed timeline, scope, and budget for clients to ensure provision on time deliverables and solutions while coordinating operations internally and providing weekly reports.

- Build, perform, and review weekly status reports documenting all order, tracking, and delivery details, both internal and client action items.

Nike

Buenos Aires, Argentina

Brand Intern

May 2017– December 2019

- Organized, along with the PM team, monthly marketing deliverables. Deliberated growth opportunities for company with a focus on grassroots marketing, sports, and collegiate market. Identified at least 5 KPI's per campaign per brand.
- Directed internal communications for SOCO area with biweekly performance reports.
- Conceptualized campaign calendars to achieve integrated digital marketing experiences and strategies to connect with consumers, from planning to execution. Oversaw NRC Instagram account as well as 8 customer digital communication.
- Brought business initiatives and strategic ideas to life across all consumer facing channels. Worked in Nike Women campaigns, Nike React, Nike Pegasus 35-37, and Nike Women Soccer launch and commercial in Buenos Aires.
- Designed and filmed with the Media Department a commercial for Women World Cup 2018 with Argentina's most elite players. Directed all of Nike Woman initiatives for creation of content. Impacted over 150M Nike members.

PROJECTS

3PL Fulfillment Center Design and Implementation

- Devised, executed, and launched fulfillment center for Aerodoc.
- Established onboarding of SAP ERP integration with several Marketplaces including Amazon, Shopify, eBay.

Web Development

- Built a functional Website with JavaScript and CSS functionalities.

Digital Marketing Capstone Project at Northwestern University

- Built a Digital Marketing Strategy for a fictitious firm selling electronics. Won 1st place as most impactful strategy with most ROI.

ExpoCom Contest: Journalist Communication

- Won 1st place in Congress ENACOM for journalist communication in 2019 led by FADECCOS (Argentinean Federation of Communication Careers).

SKILLS

Bilingual: Spanish (native) and English (native).

Tools: Excel, SAP ERP, Tableau; Supply Chain Management, 3PL, Warehousing Operations, Logistics Management, Visual Studio Code, GitHub, Google Analytics, SSPS Modeler, Google Workspace, Microsoft Office & Teams, Database Management.

Programming: HTML, JavaScript, Java, C+, C++, CSS, React, MySQL, Git, Bootstrap, Node.JS.

Soft Skills: Team Building; Public Relations; Customer Service; Public Speaking; Project Management.