

SOFIA CORONEL



MARKETING - INTERNATIONAL BRAND MANAGEMENT

I am a determined and tenacious individual with a strong commitment to achieving my goals. From a young age, I immersed myself in the business world, gaining hands-on experience within my family's enterprise. This has provided me with a profound understanding of entrepreneurship, allowing me to leverage a diverse skill set, capitalize on my talents, and cultivate extensive knowledge in the dynamic field of business. My professional outlook is shaped by this background, and I am driven to continuously strive for excellence, believing that the sky is the only limit to one's potential.

SKILLS

- Social media suites & management software
- Analytical Skills (R software experience)
- Problem-Solving
- Teamwork and Collaboration
- Trilingual (English, Spanish, French)

EDUCATION

INTERNATIONAL BUSINESS

Bachelor of International Business and Foreign Commerce
University of the Americas | 2018 - 2021

MARKETING

Msc. International Brand Management
Neoma Business School | 2023 - 2024 (In process)

EXPERIENCE

ADMINISTRATIVE MANAGEMENT

Little Light 2 | 2015 - Currently | Quito - EC

Operations Management, Team Leadership, Financial Management. I oversee daily business operations, lead an administrative team, and manage budgets, expenses, and financial reports to ensure stability and profitability.

ACCOUNTING ASSISTANT

GWTG, 2020 - 2021 | Los Angeles - CA

At GOLDEN WEST TRADING, I gained experience as an accounting assistant, honing my skills in summarizing and presenting information effectively. I also learned to efficiently execute assigned tasks.

MANAGEMENT ASSISTANT

Innovation Grounds , 2021 - 2022 | Austin- TX

I conducted market research to understand market trends, competitors, and consumer behavior in order to develop brand strategies aimed at increasing sales.

CONTACT

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