

Sofia C. Hernandez

MBA Candidate

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EDUCATION

Marquette University | Milwaukee, Wisconsin **Expected: May 2025**
Master of Business Administration (Accelerated Program)

Marquette University | Milwaukee, Wisconsin **May 2024**
Bachelor of Arts in Corporate Communication and Spanish for the Business Professions; Minor in Marketing

- Dean's List | GPA: 3.56/4.0

Saint Louis University | Study Abroad | Madrid, Spain **January-May 2023**

EXPERIENCE

Public Relations Student Society of America | Vice President of Agency Services **April 2022-present**

- Serve as the primary liaison between the Marquette PRSSA chapter and industry professionals, organizing guest speaker sessions, agency tours, and professional development workshops.
- Enhance collaboration and equip members with the skills to succeed in the realms of marketing, advertising, and public relations, ensuring a well-rounded experience for these young professionals.

Marquette University | Educational Opportunity Program Tutor **January 2024-present**

- Support first-generation and low-income students semi-weekly with tutoring in Microeconomics and Spanish Language/Literature, helping them succeed in higher education.

Marquette University | Sales Leadership Program Member

- Actively participate in the sales program, demonstrating commitment to professional development and enhancing communication and networking skills.
- Demonstrate bilingual proficiency by participating in the global sales environment, effectively showcasing my ability to adapt to diverse cultural contexts and navigate challenges in both languages.

Marquette University | Women in Business Member **August 2024-present**

- Actively engage in monthly meetings featuring professional women from various industries, gaining insights into different career paths and increasing awareness of women's issues within the business world.

MLG Capital | Marketing Intern **June 2023-December 2023**

- Demonstrated adaptability and a willingness to learn by quickly acquiring new knowledge and skills related to real estate industry trends, market dynamics, and investment strategies.
- Contributed to digital marketing strategies including social media management, email marketing, content creation, and campaigns, leading to increased engagement and brand visibility.

Marquette University | Sigma Kappa, Social Events Director **May 2021-December 2022**

- Orchestrated successful events for the Greek chapter, fostering social and professional growth, while integrating risk assessment protocols to safeguard participant well-being.
- Fostered collaborative relationships with the sorority's national leadership, chapter advisors, and university administration, ensuring alignment with the standards and guidelines
- Managed high volume of daily emails, promptly addressing event logistic inquiries, updates, and issues.

Northwestern Mutual | Financial Advisor Intern **June 2022-October 2022**

- Engaged with potential clients and senior advisors to provide guidance to refine their portfolio
- Demonstrated proficiency in insurance regulations and products by acquiring licenses in Life and Health insurance
- Participated in regular workshops to enhance understanding of industry regulations, investment products, and market dynamics

SKILLS

- Technical: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Canva, Wordpress, Hootsuite, Salesforce
- Languages: Fluent in both English and Spanish