




# SOFIA STANZIOLA


## CONTACT

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## SKILLS

Msft Office



Canva



Figma



Notion



Qualtrics



AI Image, Video and  
Sound Gen Tools



Social Media Tools



8th Wall



## EDUCATION

**M.A in Advertising**

**University of Texas Austin**

*Moody College of Communications*

Aug 2022 - May 2024

- **Teacher Assistant for Entrepreneurship in Communications**
- **Texas Immersive Institute**
- **GPA 4.0**

**B.S in Business Administration**

**Suffolk University**

Aug 2013 - Sept 2017

- **Entrepreneurship Major**
- **University Achievement Grant: John P. Chase Scholarship**
- **Cum Laude**

## LANGUAGES

English



Spanish



French



Japanese



## PROFILE

Versatile professional with a strong foundation in Business, Marketing Finance and a Master's in Advertising focused on Immersive Design. Skilled in collaboration, organization, management, and communication. Demonstrates meticulous attention to detail and thrives in fast-paced environments. Dedicated to integrating audience insights, storytelling, and emerging technologies to drive impactful campaigns.

## MANAGEMENT EXPERIENCE

### ADV 378 - IMMERSIVE EXPERIENCES

Assistant Director | Austin, Texas

Dec 2023 - Apr 2024

- Directed a team of 30+ students in creating an hour-long mixed-reality interactive experience, long-listed for a Yugo BAFTA Student Award 2024.
- Led seven interdisciplinary teams, resolving interpersonal conflicts and enhancing project cohesion through weekly scrum meetings and thorough documentation.
- Managed budget and marketing strategies, successfully meeting budget targets, achieving sold-out attendance for 12 of 13 shows, and aligning with client goals.
- Developed comprehensive schedules and work breakdown structures for all logistics and production phases ensuring seamless and timely project execution within tight deadlines.

### AET 330 - SPECIAL EVENT PRODUCTION

Operations Team | Austin, Texas

Aug 2023 - Dec 2023

- Oversaw installation and teardown processes for BuzzFest, a live event integrating music, art, and technology.
- Addressed accessibility, guest communication, and safety protocols.
- Collaborated with marketing teams for signage, labeling, and social media promotion, documented the event through photos and videos, and ensured proper repackaging and restocking post-event.

## WORK EXPERIENCE

### ADVISOR, FINANCIAL ANALYSIS

DELL Technologies | Panama City, Panama

Dec 2021 - Aug 2022

- Approved vendor-funded commercial activities, ensuring compliance with policies as North America Vendor Funding Controller.
- Collaborated with partners to streamline timelines and processes.

### SENIOR FINANCIAL ANALYST

DELL Technologies | Panama City, Panama

Sept 2019 - Dec 2021

- Supported Digital Marketing and Brand Organization with budgets of \$86M and \$300M, respectively.
- Ensured alignment with Annual Operating Plan (AOP) targets, provided forecasts, and managed daily financial operations.
- Delivered detailed budget reports and analysis to organization leaders, aiding decisions on marketing projects, campaigns, and financial actions.

### FINANCIAL ANALYST

DELL Technologies | Panama City, Panama

Mar 2018 - Sept 2019

- Assisted in budget management for the Global Communications organization, ensuring accurate expense distribution and utilization.
- Generated purchase orders using Ariba, adhering to SOW requirements and facilitating project progression.
- Maintained clear and transparent communication among internal departments and vendors to ensure seamless process flow.