














SOFIA STANZIOLA

CONTACT

-  737-336-9648
-  sofiastanziola24@gmail.com
-  www.sofiastanziola.com
-  Austin, Texas
-  <http://www.linkedin.com/in/sofiastanziola-864b32116/>

SKILLS

Excel	
SAP Ariba	
Figma	
Qualtrics	
AI Image Gen Tools: DALL-E, Dreamstudio	
AI Video Gen Tools: Runway.ml, Kaiber.ai	
AI Sound Gen Tools: Suno, LALA, ElevenLabs	
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**

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

Cross-disciplinary professional with a robust background in Business and Finance. Leveraging a Master's in Advertising with a focus on Immersive Design, I aim to seamlessly integrate audience engagement, storytelling, and emerging technologies to create strategies that steer campaigns across a variety of brands, products, and services.

I enjoy crafting insights from both research and cultural trends to unearth unexpected truths and develop experiences that tackle unique client challenges and ensures solutions that truly resonate.

EDUCATION EXPERIENCE

ADV 378 - IMMERSIVE EXPERIENCES

Assistant Director | Austin, Texas

Dec 2023 - Apr 2024

- Directed a team of 30+ students in creating a sold-out mixed-reality interactive experience, achieving full capacity for 12 out of 13 shows.
- Led seven cross-functional teams, enhancing project cohesion and momentum through weekly scrum meetings and meticulous documentation.
- Managed budgeting and executed a dynamic marketing strategy, significantly boosting project visibility and impact.
- Developed detailed schedules and work breakdown structures for all production phases, playtests, and logistics, ensuring seamless and timely project execution.

WORK EXPERIENCE

ADVISOR, FINANCIAL ANALYSIS

DELL Technologies | Panama City, Panama

Dec 2021 - Aug 2022

- Ensured vendor funded commercial activities for Marketing organizations were compliant with internal and external policies as the North America Vendor Funding Controller.
- Routinely met and worked with external and internal partners to clarify, improve, simplify and clean timelines and processes.

SENIOR FINANCIAL ANALYST

DELL Technologies | Panama City, Panama

Sept 2019 - Dec 2021

- Supported the Digital Marketing organization as a finance delegate with a budget of approximately \$86M. September 2020, extended support to the Brand Organization, with a budget of \$300M~, while also assisting the Corporate Affairs Organization.
- Responsibilities included using financial tools to ensure alignment with Annual Operating Plan (AOP) targets quarterly and annual, provided forecasts and actuals to Corporate, and managed daily purchase order requests, headcount, cost centers and more.
- Consistently delivered detailed budget analysis to organization leaders, including SVPs, VPs, and Directors, enabling informed decisions on hiring, new marketing projects, campaigns, promotions, and other financial actions.

FINANCIAL ANALYST

DELL Technologies | Panama City, Panama

Mar 2018 - Sept 2019

- Supported budget management of the Global Communications organization, guaranteeing proper use of planned expenses and unexpected savings each quarter.
- Generated countless purchase orders using Ariba, a proficient procure-to-pay tool. Ensured strict adherence to SOW requirements and policies throughout the service delivery and billing process.
- Maintained transparent communication and facilitated effective exchanges among internal departments, including Accounts Payable, Tax, Procurement, Legal, and the vendor.