

SOFIA R. FIGHERA

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EDUCATION

Marquette University, Milwaukee, WI May 2025
Bachelor of Science in Business Administration: **Marketing**

John Cabot University, Rome, Italy Spring of 2024

MARKETING EXPERIENCE

Marketing Internship, Milwaukee, WI June 2024-Present
Marketing Intern for Continental Properties

- Collaborate with onsite team members on expense reporting, Google Ads/Social media monthly reports
- Created paid Facebook ads, graphics for organic Facebook posts, and sent out hundreds of different marketing emails to different communities or prospects using Hubspot
- Implemented the use of basic content management systems, Search Engine Optimization, Search Engine Marketing, and HTML in daily tasks
- Audited all online assets including social media pages, online reviews, community websites & ILS sites
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Marquette Phonathon, Milwaukee, WI December 2021 – Present
Fundraiser Supervisor

- Implemented strategic training programs for student fundraisers helping enhance persuasion and communication skills
- Coached a caller team to reach a goal of raising \$50,000 during the length of the 2024 fall semester

Marketing Internship, San Francisco, CA Summer 2023- January 2024
Content Creator for Kuli Kuli Foods

- Produced high quality visual social media content on Instagram and Tik Tok to engage and attract followers
- Executed marketing strategies to communicate company's mission statement and created ways to generate interest in products and ultimately increase sales

Market Club Sports, Milwaukee, WI August 2021-May 2022
Event Coordinator/ Social Media

- Promoted club sports games such as rugby and photograph or interview players on team
- Developed interactive social media campaigns boosting Marquette's club sport online following and engagement

WORK EXPERIENCE

Avid 4 Adventure, San Francisco, CA Summer 2023
Mountain Bike Instructor

- Instructed groups of 5-15 kids and taught them how to improve their biking skills

YMCA, San Francisco, CA September 2018 – 2021
Swim Instructor

- Instructed infants with parents, toddlers, children and adults in swimming lessons
- Coordinated schedules and utilized problem-solving skills to address parent concerns and resolve disputes, ensuring a positive experience and fostering trust

ACTIVITIES AND HONORS

Delta Sigma Pi Business Fraternity, Marquette University

- Orchestrated professional development events and charity events for chapter to give back to the community and enhance professional development

Marketing Club and Women in Business

SKILLS AND CERTIFICATIONS

- **Skills:** Proficient in Excel, Google Business Profile, Google Analytics, Funnel, PowerPoint, Teams, Canva, Social Media Platforms, Expense Reporting, Email Marketing, Adobe Photoshop
- **Certifications:** Hubspot, Google Analytics, Wix Expert, Semrush SEO Principles

