

# Carolina Olivares Yepes

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## Professional Summary

*International Business Administrator with a master's degree in progress in International Marketing and Sales. With experience in e-commerce, branding, advertising and communication strategies, planning, and execution of marketing activities. Fast learner, proactive, adaptable, analytical, and team-oriented. Interested in working in a cross-cultural, results-oriented, and interdisciplinary environment with multiple ongoing marketing and sales projects.*

## Education

### Master of Arts: International Marketing and Sales

Münster University of Applied Sciences – Muenster, Germany

03/2020 – present

### Bachelor of Arts: German-Latin American Business Administration

09/2017 – 11/2019

Thesis: Role of cultural differences in advertising strategies – Colombia and Germany comparison

Münster University of Applied Sciences – Muenster, Germany

### Bachelor of Arts: International Business Administration

02/2014 – 11/2019

Double degree program with Münster University of Applied Sciences

Universidad de la Sabana – Bogotá, Colombia

## Working Experience

### Marketing Intern

09/2021 – present

German American Business Chamber of South Florida | Miami, FL

- Coordination and execution of existing marketing programs, services, and special events

### Working Student for Digital Markets in e-commerce

08/2020 – present

Weicon GmbH & Co. KG | Muenster, Germany

- Expansion of new international digital markets (emphasis on Latin America)
- Development and maintenance of online marketplaces and content creation for digital advertising
- Preparation and listing of product data for Amazon (Bertaplus, Sellics)
- Support in the translation and writing of marketing blogs and public relations documents (Trados)
- Creation of multimedia tools to support academic research

### Intern in International Marketing - Western, North and South Europe

04/2019 – 11/2019

Thyssenkrupp Bilstein GmbH | Bochum, Germany

- Support in the planning, preparation, and execution of marketing activities and strategies
- Customer support in more than 17 countries
- Organization and execution of marketing fairs
- Coordination of the different creative agencies and service providers
- Budget control, internal order approval, and invoicing processes (SAP SRM, SAP NetWeaver)
- Website analysis and tracking by region through Google Analytics

## Academic Projects

### International marketing and distribution concept for the Veltins Brewery

10/2020 – 01/2021

Brauerei C.& A. Veltins GmbH & Co. KG and Münster Business School | Muenster, Germany

- Evaluation of the Czech Republic to determine the level of attractiveness for expansion

### Brand positioning for the main brands of EQUOVIS animal health products

10/2020 – 01/2021

EQUOVIS GmbH and Münster Business School | Muenster, Germany

- Elaboration of actual and potential brand positioning using marketing tools
- Qualitative data analysis of interviews and an online survey in Germany, Switzerland, and Austria
- Development of brand profiles that highlight the value proposition of each brand

### Moving the cities 2020

11/2020

- 10-day virtual team-based project (100 international students, 10 universities, 6 countries) to address current challenges of their regions and create socially-driven business ideas

### Marketing project to evaluate sustainability labels for the textile retail sector

03/2020 – 06/2020

Ernsting's family GmbH & Co. KG and Münster Business School | Muenster, Germany

- Evaluation and recommendations of sustainability labels and initiatives from the point of view of direct competitors, the retail textile industry, other industries and the consumer

### Project to improve the communication strategies of the MBS

03/2018 – 06/2018

Münster Business School | Muenster, Germany

- Identification of areas for improvement and a multi-channel communication strategy

## Language Skills

- Spanish: Native speaker
- English: Advanced; C1 CEF
- German: Advanced; B2/C1 CEF
- Portuguese: Basic; A2 CEF

\*CEF: Common European Framework levels

## Technical Skills

- MS Office Programs
- SAP knowledge: SAP SRM, SAPNetWeaver
- Google Analytics
- Wordpress
- SDL Trados Studio
- Sellics
- Bertaplus

## Other Studies

- Leadership workshop  
Centro Start |  
Medellin, Colombia  
11/2016 – 01/2017
- Summer school  
"Innovation and  
Entrepreneurship in the  
Global Context"  
FH Münster |  
Muenster, Germany  
07/2016
- Congress "Luxury Summit  
-Luxury Brands"  
Universidad de La Sabana  
and The Luxury Link  
| Bogotá, Colombia  
07/2016

## Personal Interests

- Sports, travel and interest in new cultures, theater and cinema

*References and letters of recommendation will be provided upon request*