

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 Thesis: Role of cultural differences in advertising strategies – Colombia and Germany comparison Münster University of Applied Sciences – Muenster, Germany	09/2017 – 11/2019
Bachelor of Arts: International Business Administration Double degree program with Münster University of Applied Sciences Universidad de la Sabana – Bogotá, Colombia	02/2014 – 11/2019

Working Experience

Marketing Intern German American Business Chamber of South Florida Miami, FL	09/2021 – present
• Coordination and execution of existing marketing programs, services, and special events	
Working Student for Digital Markets in e-commerce Weicon GmbH & Co. KG Muenster, Germany	08/2020 – present
• 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 Thyssenkrupp Biltstein GmbH Bochum, Germany	04/2019 – 11/2019
• 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 Brauerei C. & A. Veltins GmbH & Co. KG and Münster Business School Muenster, Germany	10/2020 – 01/2021
• Evaluation of the Czech Republic to determine the level of attractiveness for expansion	
Brand positioning for the main brands of EQUOVIS animal health products EQUOVIS GmbH and Münster Business School Muenster, Germany	10/2020 – 01/2021
• 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 • 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	11/2020
Marketing project to evaluate sustainability labels for the textile retail sector Ernsting's family GmbH & Co. KG and Münster Business School Muenster, Germany	03/2020 – 06/2020
• 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 Münster Business School Muenster, Germany	03/2018 – 06/2018
• 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