

# Agustina Bierfass

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## EDUCATION

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### University of Miami

*B.A. Business Technology and Marketing, Minor in Entrepreneurship*

**Coral Gables, FL**

*Aug 2021 – May 2025*

- **Cumulative GPA:** 3.5 / 4.0
- **Honors:** Dean's List, Provost's Honor Roll, President's Scholarship
- **Relevant Coursework:** Consumer Behavior, Professional Selling, Marketing for Entrepreneurs, Brand Management, Practical AI for Businesses, Financial Accounting; Introduction to C++, Fundamentals of Finance, Business Analytics, Digital Marketing, Web-Mobile-Cloud Computing, Database Management Systems, Critical Thinking and Persuasion for Businesses, Introduction to Entrepreneurship

### Universidad de San Andres

*Bachelor of Science in Business Technology*

**Buenos Aires, Argentina**

*Mar 2020 - Jul 2021*

- **GPA:** 3.75 / 4.0
- **Relevant Coursework:** Organizational Behavior; Neuroscience and Scientific Research; Introduction to Technology and Digital Culture; Economics; JavaScript; Scrum and Agile Software Development; and Exponential Technologies

## WORK EXPERIENCE & LEADERSHIP EXPERIENCE

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### SBG

*Digital Marketing Intern*

**Buenos Aires, Argentina**

*June 2023 – July 2023*

- Managed social media accounts, providing daily company updates and announcements, and collecting data on customer engagement and preferences in order to grow digital presence
- Evaluated various strategic options available to reach new users and recommended different alternatives based on time and resource considerations to management team which resulted in increased followers
- Developed marketing strategy to reach prospective clients which resulted a notable increase in brand awareness and customer engagement

### Lendlord

*Business Development Intern*

**Tel Aviv, Israel**

*June 2022 – July 2022*

- Researched in the Canadian market, found potential collaborations and connected with key people and organizations in order to generate an increase in the number of users
- Analyzed different platforms with the objective of finding a new API
- Generated content to post on their social media and create awareness in different Canadian groups

### IB Programmes

*Volunteer*

**Buenos Aires, Argentina**

*March 2017 – December 2019*

- Informed 12 different classrooms of the school about our initiative collecting food, clothes, and school supplies for donations which we aim to improve the quality life of vulnerable people in society
- Organized 5 community service events and fundraises during the academic year for different philanthropic causes which resulted in a great financial help for buying food and needs

### Tzedaka

*Volunteer*

**Buenos Aires, Argentina**

*March 2015 – December 2019*

- Compiled and distributed school supplies, clothing, and toys through a drive in benefit of underprivileged children in Buenos Aires, Argentina
- Organized distribution of donations and insure delivery by being present at the right moment
- Packing and distributing hand-made bundles

## SKILLS, ACTIVITIES & INTERESTS

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**Languages:** Fluent in Spanish

**Technical Skills:** Fluent in Microsoft Excel, advanced in JavaScript; working proficiency in MySQL, C++ and Tableau

**Certifications & Training:** IGCSE & IB Programme, AWS Academy Cloud Foundations Certification, Google Ads Display Certification, Google Ads Search Certification, Google Ads Video Certification, LinkedIn skill badge from Microsoft Excel

**Activities:** Madrichim Course, Tzedaka, Community Service, American Marketing Association

**Interests:** Technology, traveling, social media, blogging, languages, music, reading novels, soccer, Baking Argentinian pastries, volunteering with kids