

María Saro Liaño

1541 Brickell Ave Miami, FL 33129
+1 (305)-904-9551 • mariasaroliano@hotmail.com

- Highly motivated
- International professional
- Determined on developing my skills and knowledge at any global organization

Education

IE University (*Madrid, Spain*)

Oct 2022 - Jul 2023

Corporate & Marketing Communication Master of Science

- Graduated with a 3.8 GPA. Concentration in Branding, Communication and Brand Consulting, Reputation Management, Entrepreneurship, Content Marketing, Customer Insights, Storytelling, Media Relations
- On-site visits to study real industry challenges in companies such as Amazon, Dior, Google, and Weber-Shandwick
- Achievements:
 - Developed public speaking, presentation skills and multicultural teamwork ability
 - Acquired knowledge of real marketing and communication challenges across industries
 - Corporate communication techniques and crisis management studies
 - Built branding and creative consulting cases
- Master thesis on LVMH Dior. Main objective - grow in face to lead the market's main focus: "Forever foundation" Grade - Honors

Florida International University

Aug 2019 - Jun 2022

Bachelor of Psychology

- Dean's list
- Study abroad - Texas State University (Fall semester 2021)

The London School of Economics and Political Science

Summer July 2021

Consumer Behavior: Behavioral Fundamentals for Marketing and Management

- Concentration in branding, neuroscience, sensory marketing, memory, research methods, advertising

Work Experience

ZARA USA

Jan 2022 - Mar 2022

Sales Associate

- Interacting with customers, processing payments, administrative duties, and directing customers to goods

Places2Play

Sep 2020 - Jan 2021

Social Media Marketing Intern

- Intern in South Florida company based in Miami Beach known for helping local intramural players and children connect with leagues and locations in their area
- Main focus was the company's Facebook page, committed to managing & expanding it
- Prized as first intern to get the most social media interaction