

Daniela Sanchez

Business Operations and Marketing

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PROFESSIONAL SUMMARY

Adaptable and resourceful business professional with a proven track record in fast-paced operational environments. Skilled at managing multiple high-priority tasks, resolving complex operational issues, and consistently meeting performance metrics through a proactive, data-driven approach. Committed to fostering strong client relationships and driving organizational efficiency. Seeking to leverage this operational and analytical background within dynamic client-facing, talent management, or business development environments.

PROJECTS

Financial Literacy & Money Management Survey Design & Analytics

- Conducted semester-long, end-to-end quantitative research on student financial behaviors (N=53), discovering a 57% resource awareness gap despite high interest in financial literacy (4.77/5).
- Analyzed user engagement and touchpoint preferences, identifying social media (74%) and direct email (72%) as the primary channels to drive awareness and adoption of institutional resources.
- Translated survey insights into actionable recommendations, highlighting high-demand growth areas such as investing and mortgages to inform targeted content and resource development.

PROFESSIONAL EXPERIENCE

CVS Health, Miami, FL

Shift Supervisor

June 2023 - Present

- Enrolled 50+ customers in ExtraCare Plus subscriptions in a single year through personalized customer interactions and needs-based recommendations.
- Coordinated photo department operations, maintaining an 80%+ on-time order fulfillment rate while monitoring inventory and aligning stock levels with promotional demand.
- Developed detailed analytical reports to identify inventory discrepancies and operational gaps, resulting in improved loss prevention protocols and streamlined inventory management.
- Managed daily administrative operations including cash reconciliation, deposits, and vendor invoice documentation while maintaining accurate financial records and audit readiness.

Sales Associate

December 2022 - June 2023

- Maintained seamless store operations across front-end, photo, and beauty departments.
- Delivered personalized customer service by anticipating needs and resolving service issues, while actively driving adoption of store loyalty programs and health services.
- Executed precise point-of-sale cash, check, and credit transactions in compliance with company policies.

Roaring Concepts, Miami, FL

January 2024 - December 2024

Marketing Strategist

- Collaborated with a team of 6 to create a marketing strategy including SWOT analysis and event planning for a local law firm to target international and law students.
- Delivered a social media strategy for Pollo Tropical, alongside a team of 8, aligning content initiatives with the goal of increasing awareness among college students.

EDUCATION

Florida International University, Miami, FL

December 2025

Bachelor of Business Administration

- **Major:** Marketing
- Certificate in Marketing Research & Marketing Analytics

ADDITIONAL INFORMATION

Technical Skills: Microsoft Excel, Mailchimp, Qualtrics, Canva.

Core Skills: Customer Service, Customer Issue Resolution, Operations Coordination, Inventory Management, Cross-Functional Collaboration, Data Analysis, Marketing Research, Written Communication.

Languages: English, Spanish.