PAMELA SARANDIEVA

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EDUCATION

Università Cattolica del Sacro Cuore (UCSC) | Milan, Italy *Sep 2024 - Sep 2026*

Master in International Business

- Internationally oriented, specialized master's program with a focus on **International Management**, **Marketing** and **Global Strategy**
- Practice-oriented approach: regular **company visits**, exchanges with executives through **business talks**, and completion of a **field-work project** in direct cooperation with Staedtler Italia S.p.A.

Ludwig Maximilian University of Munich (LMU) | Munich, Germany *Oct 2019 - Feb 2024*

Bachelor of Business Administration

- Main subjects: **Finance and Insurance**, **Strategic Organization**
- Bachelor's Thesis: **Index Insurance: High-income vs. Developing Countries**

Hanken School of Economics | Vaasa, Finland *Aug 2022 - Dec 2022*

Exchange Semester

- Erasmus+ Exchange Program
- Main subjects: **Human Resource Management**, **International Economics**

PROFESSIONAL EXPERIENCE

BMW Group | Munich, Germany *Jul 2025 - Feb 2026*

Intern - Sales Steering

- Acted as an interface between **production and retail**, supporting **data-driven vehicle allocation and commercial performance monitoring** to inform business decisions across a **200+ dealer network**
- **Created and maintained Excel-based budget, cost, and KPI reports** to manage vehicle ordering, incentives, and inventory allocation, increasing operational transparency
- **Analyzed financial data for cost reimbursements (€4,000+) and 50+ vehicle buybacks**, assessing financial impact and process efficiency to ensure timely and economically sound execution

Staedtler Italia S.p.A. | Milan, Italy *Jan 2025 - May 2025*

Field Work - Marketing Strategy Analyst

- **Analyzed market and competitive landscapes** to evaluate the positioning of the **Noris Stick ballpoint pen** and support strategic decision-making
- **Collected and analyzed data from over 200 consumer and retailer respondents** to identify brand perception and challenges across the product life cycle
- **Translated analytical insights into a targeted communication strategy** to support the product relaunch and enhance market impact

Hotel Sentido Marea | Golden Sands, Varna, Bulgaria *Jun 2018 - Oct 2018*

Hotel Receptionist

- Served as the primary **client-facing contact** during **peak season**, managing **high-volume requests** and resolving **escalations** to maintain **service quality** and **customer satisfaction**
- Handled **administrative and accounting tasks** to ensure smooth hotel operations

SKILLS

IT Skills: Excel (Advanced), PowerPoint (Advanced), Word (Advanced), Canva (Advanced), R-Studio (Basic)
Core Competencies: Analytical problem-solving, cross-functional collaboration, stakeholder communication, adaptability & flexibility, intercultural competence
Languages: Bulgarian (Native), German (C1), English (C1), Italian (A2)

EXTRACURRICULAR ACTIVITIES & CERTIFICATIONS

Claude 101 (AI Foundations) | Anthropic *Apr 2026*

Foundations of Digital Marketing and E-commerce | Google *Jun 2025*

START HACK - Participant (Europe's most entrepreneurial hackathon) | St. Gallen, Switzerland *Sep 2024*

Defined the core business problem, structured a scalable solution to fragmented workflows, and delivered the final pitch