

Steven Sosa Soto

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(347) 397-1354

EDUCATION

University of Pennsylvania, Philadelphia, PA

College of Liberal and Professional Studies

Master of Science, Organizational Dynamics

Expected Graduation 2027

Dickinson College, Carlisle, PA

Bachelor of Arts, International Business & Management

Study Abroad: **University of Bologna**, Bologna, IT

RELEVANT EXPERIENCE

Apple Philadelphia, PA

August 2023 – Current

Sales Lead

- Sales and Solutions Design: Drive sales (Current 230K in Sales) through the design of comprehensive solutions involving Apple products and complementary offerings while specialize in advising customers on integrating technology into homes, scaling solutions for small to medium-sized businesses, and supporting educational institutions.
- Collaborative Leadership and Trends Identification by partnering closely with local management, Global Retail Support, and regional peers to contribute to overall market success.
- Identifying emerging technology and consumer trends, sharing insights with the internal team to develop new sales opportunities and maintain industry knowledge while leading briefings, provide deployment recommendations, and mentor others in specialized product knowledge within my department.

Business Expert

August 2021 – July 2023

- Connected & Built relationships with over 850 business-potential customers while managing 1700 existing business accounts.
- Lead team engagement of all business metric targets to be ranked #19 in all of North America's Business teams (over 600), while consistently placing top of our own local market (27), generating over \$1 Million per quarter and a total \$7.2 Mil USD generated during the role.
- Leveraged the tools for CRM, offering optimized solutions to every customer, from IT solutions to Mobile Device Management.

JL Records, Inc; Jolene Lozano San Francisco, CA

January 2021 – *Current*

COO

- Team management, outsourcing a Visual Director, Graphic Designer, a Marketing team and freelance photo/videographers in San Francisco to develop a plan that included location, external partners, and concept to release of music video, Paint.
- Organized and planned a photoshoot for the artist in NYC. Coordinated with team beforehand to align with photographers on vision and expectations so project would align with the perspective and goals of the team.
- Manage and review all contract negotiations related to my artist to ensure ethical practice on behalf of the artist and the participating parties. totaling 12 concerts for the year of 2023.

[DIE-HARD] Philadelphia, PA

January 2023 – May 2024

COO/CFO

- Documentation, collection, and organization of all company documents, managing accessibility to ensure relevant parties have access to resources when necessary.
- Conduct meetings and interviews on behalf of the business to ensure company goals and quality standards are met throughout, providing a safe space as the top priority.
- Drafting copies for company documents and legal contracts (Ts & Cs for example) and outsourcing when out of my scope of expertise when necessary.
- The data collection and analysis of over 30 UXR interviews to gain independent artist perspectives to support the platform we are creating.

The Truth Licensing, LLC. Like A Genius Start-Up New York, NY

April 2021 – November 2021

Marketing & Content Creating Manager

- Wrote and edited 14 copies for webpage design, managed Facebook, Instagram, and TikTok social media handles, while maintaining digital communication with partners/customers and developed 4 scripts for filming video.
- Created handles, 3-month content schedules and marketing plan for new campaigns while working with a team of 6 and utilizing effective communication escalation to perform effectively.

Dickinson Marketing & Communications Department Carlisle, PA

January 2020 – May 2021

Marketing & Communications Intern

- Created 2 videos showcasing special locations around campus, focusing on places that students found most comforting to draw attention to these environments for other students who might enjoy them as well.
- Copied, proofread, and wrote over 8 articles on important speakers, clubs, and organizations to showcase their positive impact on campus life.

SKILLS & INTERESTS

Language: Native Spanish | Beginner Italian

Certification: L6S Lean Bronze (2019) | Google Project Management Certification (2023)

Adobe: Spark | Bridge | Photoshop | Lightroom

Microsoft: Word | PowerPoint | Excel | OneNote | OneDrive | SharePoint

Jadu Continuum: Experienced | CRM: Proficient

EXTRA CURRICULAR ACTIVITIES

Volunteer Puppy Raiser, Service Dog Training for Susquehanna Service Dogs

Fall 2018 - Current

Volunteer, Service Dog Trainer for Team Foster

Spring 2021 - Current