

MATEO A. SONAGLIA GUZMAN

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EDUCATION

California Lutheran University, Thousand Oaks, California

Expected December 2026

Bachelor of Science – Business Administration, GPA: 3.85

- Emphases: Marketing & Global Business | Minor: Innovation and Entrepreneurship.
- Dean's List (All Semesters) and Department Distinction – Business Administration

Student-Athlete – Tennis Team

Jan 2023 – Present

Study Abroad, AFS – Magdeburg, Germany

March 2022 – Dec 2022

WORK EXPERIENCE

The Cheesecake Factory, Calabasas Hills, California

June 2026 – Present

International Sales, Marketing and Business Development Intern

June 2025 – Sept 2025

- Supported international expansion strategy across 5+ markets in Europe and Asia, analyzed competitors, and proposed 3 product innovations to strengthen market entry and drive long-term global growth
- Designed to launch the bakery's first international LinkedIn strategy, built a content calendar and media plan to increase engagement, attract, and connect with new customers/partners, and lay the foundation for future business growth.
- Partnered with cross-functional teams, including operations, bakery, technical services, marketing, and sales, to evaluate and refine product innovations, ensuring feasibility and alignment with the company brand and wider objectives
- Researched, built, and refined international pricing models that incorporate duties, taxes, and export costs across multiple regions, enabling clearer customer negotiations and enhancing trust and transparency with long-term loyalty
- Analyzed sales and inventory data to identify underperforming regions and support forecasting decisions

California Lutheran University, Thousand Oaks, California

President, American Marketing Association Chapter

Dec 2025 – Present

Vice President, American Marketing Association Chapter

May 2025 – Nov 2025

- Lead the strategic direction of the AMA chapter, launching industry-focused events and collaborations that increase student engagement and position AMA as a central hub for marketing on campus
- Direct and scale a cross-functional executive team, improving coordination, communication and execution of workshops, guest speaker events, and networking initiatives
- Build partnerships with faculty, alumni, and industry professionals, expanding access to career opportunities and strengthening AMA's external presence
- Spearhead high-impact events (e.g., brand collaborations, alumni panels, skills workshops), driving attendance, engagement, and real-world exposure for members

Project Manager, School of Management Brand Ambassadors (SOMBA)

Sept 2025 – Present

SOM Brand Ambassador/Marketing

Sept 2024 – Sept 2025

- Lead the "SOM-thing Local" initiative, connecting students and local community with local businesses through strategic storytelling and digital marketing campaigns
- Manage and mentor a team of 7 ambassadors, overseeing content strategy, production, and execution across social media
- Develop and execute content strategies that increase visibility for local businesses while strengthening community engagement with the School of Management
- Build and maintain partnerships with business owners, coordinating content shoots and campaigns that deliver mutual value for both students and brands

Media 43 Inc. Los Angeles, California

Feb 2025 – May 2025

Social Media Marketing Internship

- Designed and edited branded social media graphics and video snippets using Adobe Photoshop and Premiere, boosting content performance and alignment with client strategy
- Researched trends and contributed to campaign planning to improve engagement and audience reach

LOS TANOS S.R.L. Cochabamba, Bolivia

May 2023 – July 2023

Marketing Intern

January – March 2022

- Increased social media engagement by 25% through targeted content and ad campaigns
- Produced and edited multimedia content and managed posting through Meta Business Suite and professional equipment

SKILLS & CERTIFICATIONS

Google Analytics | HubSpot | Meta Business Suite | Adobe Creative Suite (Photoshop, Premiere, Illustrator) | Microsoft Office Suite (Excel, Word, PowerPoint) | Canva | Languages: English (Fluent), Spanish (Fluent), German (Advanced) | Artificial Intelligence