

## MBA Class of '25: Sofia Merkwitz-Bustos

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Sofia Merkwitz-Bustos (MBA '25)  
Columbia, Maryland

### **What is a fun fact about you?**

I'm Costa Rican and speak Spanish

### **From your internship or work experience, what are you most proud of?**

During my undergrad experience, I worked for the campus activities board where I started as a marketing chair and then became the creative director. During my time as the creative director, I managed a budget of over \$20,000 and was in charge of the marketing team. I also worked with the other directors in a team of four to organize a concert that cost around \$300,000 and included three major artists, lil yachty, young nudy, and nocap. I was also responsible for creating a marketing strategy to promote this concert and the 5 major events we held leading up to it.

The concert sold out and we had several thousand attendees during the entire week.

**Why are you pursuing your MBA?**

I'd like to work as a Creative Director and have a background in mass communications and art + design so I wanted to strengthen my business knowledge since I already have the creative side

**What attracted you to Freeman? What do you hope to achieve here?**

Tulane is a top university and I also wanted to be near a city with lots of opportunities, in addition my mom got her master's from Tulane

**Where do you hope to be in five years?**

Working in the entertainment industry (film or music) for a major company in the marketing department, preferably on projects that include visuals.

**What do you like to do in your spare time?**

I enjoy creating art both graphic and physical art such as painting. I also enjoy video editing in my free time.

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