

SOFIA SOLIS

Pricing & Revenue Management | Decision Science

Orlando, FL | 689-306-3674 | laurasofsolis@gmail.com | linkedin.com/in/sofia-solis-data/

Portfolio: sofiasolisdata.com

EXPERIENCE

Revenue Analyst & Sales Coordinator, Evermore Orlando Resort — Orlando, FL

Apr 2026 – Present

- Analyze pricing performance, booking pace, ADR, RevPAR, occupancy, and channel mix across 2,000+ resort units to support revenue optimization and pricing strategy.
- Lead forecast vs. actual variance analysis, identifying demand shifts, pricing inefficiencies, and revenue risks, and translating findings into actionable recommendations.
- Apply forecasting and trend analysis techniques to improve short- and mid-term occupancy projections and detect demand anomalies.
- Partner with revenue, sales, operations, and finance teams to support pricing strategy, inventory allocation, and group sales coordination.
- Present data-driven insights to leadership, influencing pricing and commercial decision-making.
- Oversee a \$1,200 annual analytics platform budget, managing tool selection and cost efficiency while maintaining scalable reporting solutions.

Revenue Data Intern, Evermore Orlando Resort — Orlando, FL

Sep 2025 – Apr 2026

- Built, automated, and maintained Excel, SQL, and Power BI dashboards for recurring revenue and occupancy reporting.
- Reduced manual reporting effort by ~30% through process automation and improved data workflows.
- Supported revenue management analysis by tracking key KPIs including ADR, RevPAR, occupancy, and booking pace.
- Assisted in preparing reports and insights for cross-functional stakeholders across revenue, operations, and finance.

QA Analyst / Sales Performance Mentor, OneTouch Direct — Bogotá, Colombia

Mar 2025 – Jul 2025

- Conducted 50+ weekly QA reviews of consumer interactions, leveraging Excel and reporting tools to flag risks and compliance issues for remediation
- Promoted to lead role within 3 weeks; trained and mentored 12+ bilingual associates, raising conversion rates by ~15% through data-driven performance feedback
- Delivered QA dashboards to leadership, supporting continuous improvement and regulatory compliance

Business Intelligence & Data Analysis Intern, Campanyon — Remote (Colombia)

Sep 2024 – Dec 2024

- Analyzed and cleaned 10,000+ customer and booking records in SQL and Python, ensuring high-quality datasets for reporting and modeling
- Developed regression and forecasting models in Python to validate pickup pace and booking performance, enabling leadership to refine pricing and inventory strategies
- Designed KPI dashboards (50+ metrics) in Power BI, improving management visibility of operational performance by ~20%

SKILLS AND INTERESTS

- **Skills:** Advanced Excel (formulas, PivotTables, Power Query), SQL, Python, Power BI, Looker Studio, Google Cloud Platform (BigQuery), Snowflake, PowerPoint, Google Workspace, pricing analysis, forecasting, KPI reporting
 - **Languages:** English, Spanish
 - **Interests:** Soccer, Golf, Entrepreneurship, Marketing Insights
-

LEADERSHIP & ACTIVITIES

- **Model UN:** 5 conferences; awarded *Best Delegate* and *Best President*
 - **Rapid Promotion:** Advanced from Agent → Mentor in 3 weeks at OneTouch
 - **Soccer leadership:** 10+ years competitive play, teamwork & discipline
-

EDUCATION

Politécnico Grancolombiano University — Online

Bachelor of Science in Software Engineering | *Expected Graduation: 2027* | **GPA: 3.5/4.0**

- **Dean's List**, 4 consecutive semesters
- **Coursework:** Data Structures, Probability & Statistics, Data Analytics, Market Research
- **Certificate (in progress):** *IBM Data Science Professional Certificate*