EULALIA PASCUAL BIOSCA

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MSc International Management student (University of Bath) and summa cum laude graduate (4.0 GPA, Hilley Cup). Certified in AI & Innovation (Founderz × Microsoft), applying AI tools in business and marketing to automate workflows, create content and prototype digital products. Global mindset from studying, working and competing as a varsity athlete in Spain and the US; trilingual in English, Spanish and Catalan.

EDUCATION

University of Bath Sep 2026 – Sep 2027

MSc International Management

Founderz AI Business School × Microsoft 2026

Master's in AI & Innovation, Specialisation in AI for Content Creation

- Key topics: generative AI and prompt engineering, AI image and video creation, AI innovation methodologies, process automation (Copilot / Power Platform/ Claude / Make)

Barton College, North Carolina, USA Aug 2022 – May 2026

BS Business Administration & BA Mass Communication

Minor in Honors Research

- Summa cum laude, GPA 4.0/4.0; **Hilley Cup**, one of three recipients for highest cumulative GPA in the Class of 2026
- Honors thesis, published in Barton Journal (2026): *"Rivalytics: The Role of Marketing Perception in Shaping Consumer Loyalty in Nike and Adidas"*
- Varsity student-athlete, Women's Tennis, 2022–26

LANGUAGES

Spanish – Native · Catalan – Native · English – Full professional proficiency (Cambridge C1; 4-year US degree) · French – Beginner (A1)

RESEARCH & PROJECTS

Rivalytics – Published Honors Thesis, *Barton Journal* | 2026

- Designed and ran a 134-respondent survey comparing Nike and Adidas brand perception and loyalty, benchmarked against industry data, with results presented on a dedicated website built with Wix.
- Found that audience perception diverged from global trends; for example, 71.6% did not link Adidas with sustainability. Identified 3 consumer segments: performance-, fashion- and quality-driven buyers.

AI & No-Code Projects | 2026

- Prototyped a confidential consumer app with Lovable and Claude, and launched a bilingual landing page with email verification and waitlist on GitHub Pages.
- Manage projects and streamline workflows with Claude connected to GitHub and Notion, plus Make automations.

PROFESSIONAL EXPERIENCE

Acceler8 – **Outreach Coordinator** | Sept - Present | Bath, United Kingdom

- Building relationships with universities, corporations and enterprise societies across the UK
- Recruiting and supporting campus leads who promote Acceler8 at other universities throughout the country
- Managing outreach pipelines and follow-ups, and representing Acceler8 at external events and networks

Nufri – **Quality Department Assistant** | May – Aug 2026 | Mollerussa, Spain

- Supported an applied research project analysing yield deviations in experimental apple orchards to inform product development.
- Took part in internal and external food-safety audits and maintained batch traceability records, ensuring accurate data across product lots.
- Inspected apples, pears and stone fruit from multiple suppliers against quality specifications, working with production and logistics to resolve issues.

Barton College – **Academic/Career Marketing & Social Media Coordinator** | 2024 – May 2026 | Wilson, NC, USA

- Planned and produced weekly Instagram content on a monthly calendar, monitoring engagement to refine posts.
- Promoted job, internship and event opportunities across Instagram, Handshake, LinkedIn and newsletters, keeping branding consistent across all four channels.
- Co-planned student and employer outreach campaigns, and reported engagement data to staff to shape career programmes.
- Coordinated documentation and procedures for the college's international students.

Rafa Nadal Academy by Avanza Sports; Tennis & Life Camps - **Tennis Coach & Project Manager** | 2024 – 2025 | USA

- Coached mixed-age groups from beginner to advanced level, adapting sessions to academy methodology and each player's needs.
- Evaluated player progress and wrote weekly performance reports to track development.
- Managed weekly communication with clients and families, and coordinated coaching staff and resources across sessions.

Tránsitos y Aduanas el Segre – **Customs & Logistics Assistant** | Jun – Jul 2023 | Lleida, Spain

- Prepared EU import and export customs documentation for client shipments, ensuring accuracy and compliance.
- Managed the company's main inbox, prioritising and routing client requests to the right team.
- Resolved client queries in Spanish and Catalan, supporting smooth day-to-day shipment operations.

LEADERSHIP

Vice President, Student Government Association, Barton College | 2025–26

- Represented all 1,212 students as direct liaison with the Director of Student Experience.
- Led the year's student events programme, including Homecoming, promoted through email campaigns to the full student body.

SKILLS & CERTIFICATIONS

- **AI & Digital**: Claude, Make, Lovable, prompt engineering, GitHub, Notion, basic HTML/CSS
- **Marketing & Research:** social media strategy, content calendars, email marketing, Google Search Console
- **Certifications**: Meta Certified Digital Marketing Associate/ Google Digital Marketing & E-commerce