

# SOFÍA JURE

Buenos Aires, Argentina | [linkedin.com/in/sofiajure00](https://www.linkedin.com/in/sofiajure00)

## SUMMARY

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My professional experience is focused on Communication, Project Management, and Digital Marketing. For over 7 years, I have been dedicated to driving projects in Latin America that inspire me across various sectors, particularly in corporate social responsibility and technology.

## RELEVANT EXPERIENCE

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### Gaudium (Own Startup)

2019 - Present Day

Account Director

- Highlighted clients: Itaú, Universidad Americana, Oreo, Gatorade, Meta Sports, Negroni, TGI Friday's, etc.
- Development of business models and value propositions.
- Customer acquisition through the implementation of effective commercial strategies.
- Management of client portfolios ensuring long-term satisfaction and loyalty of each account.
- Budgets, liaising with suppliers, and supporting the organization of events, activations, and workshops.
- Coordination of Project Managers' team.
- Implementation of new technologies and tools to optimize processes.
- Communication strategies, team coordination, and report generation.

### Universidad Comunera

2023 - 2024

Chair Assistant

- Course: Innovation and Entrepreneurship
- Planning and structuring the course content, establishing clear objectives and selecting appropriate teaching materials to facilitate effective student learning.
- Continuously evaluate student academic performance, providing constructive feedback and writing reports.
- Prepare exercises, courses, and exams, as well as evaluate and correct them.

### Martin Burt's Presidential Campaign

2021 - 2022

National Volunteer Coordinator

- Structuring of a national network of more than 4.000 volunteers.
- Formulation of tools for spaces for citizen participation.
- Identification of emerging leadership in each location in the country.
- Periodic preparation of reports and communication strategy aimed at the segment.
- Moderation of meetings and spaces for citizen participation.
- Training of departmental and district coordinators.

### Campus Party (Tigo Paraguay)

2022 - 2023

Content Director

- Create, manage, and execute the event content agenda (talks, panels, and workshops).
- Analyze relevant themes and trends in the country and region concerning entrepreneurship, technology, and innovation.
- Seek out local and international speakers and manage relationships with them.
- Coordinate activities related to content with other departments.

### Padeco Global (Spain)

2020 - 2021

Communication Manager

- Coordinating the internal team, restructuring the website, and communication strategy.
- Organizing online forums and conferences, contacting and searching for suppliers.
- PR (media relations), Email marketing, support in graphic design, and content creation.
- Implementing digital advertising alongside reports and metric analysis.

## VOLUNTEERING

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Student Mentor, *Hult Prize Foundation* - 2023

Event Production for the Youth Committee, *Asociación de Empresarios Cristianos* - 2021 a 2022

Marketing and Communication Consultancy, *Eduardo Nakayama's Campaign for Mayor in Asunción* - 2021

Communication Coordinator, *Shalom Catholic Community* - 2016 a 2019

## EDUCACIÓN

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### University of Buenos Aires

2023 - Present Day

Bachelor's Degree in Communication Sciences

### Asociación de Empresarios Cristianos

2021

Diploma in Corporate Social Responsibility and Sustainability

### Universidad Americana

2018 - 2019

Bachelor's Degree in Graphic Design (not concluded)