

SOFÍA JURE

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ABOUT ME

My professional experience is focused on Communication, Project Management, and Digital Marketing. For over 6 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

Gaudium

2019 - Actualidad

Directora de Cuentas (Paraguay/Argentina)

- Highlighted clients: Itaú, Universidad Americana, Oreo, Terrabusi, Gatorade, Rockstar, Meta Sports, Fundación CIRD, etc.
- Management and supervision of project and campaign execution to ensure results and deadlines.
- Client adaptation through the implementation of creative commercial strategies.
- Portfolio management ensuring satisfaction and long-term loyalty for each account.
- Budget preparation, contact with suppliers, support in organizing events, activations, and workshops.
- Coordination of freelance teams and constant support to project managers, aligning them with client objectives.
- Implementation of new technologies and tools to optimize processes.
- Creation of communication and performance strategies defining performance indicators, resources, roles, and deadlines.

Universidad Comenera

2023 - 2024

Chair Assistant (PY)

- 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 (PY)

- 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

2020 - 2021

Communication Director (Spanish company with offices in Paraguay)

- 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.

EDUCATION

Universidad de 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)

VOLUNTEERING

Volunteer member, *Girls Code Paraguay* - 2025

Active participant, *Youth Network for Climate Action in Paraguay* - 2025

Support in organizing events, *Basura Challenge Paraguay* - 2022 to 2023

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