

Sofía Gil Salgueiro

Digital Project Manager and Product Design



December 2022 - November 2024

Digitalization Consultant - FNO Project

As a project consultant, I specialize in iterating processes and guidelines to drive efficiency and generate value for corporations. My approach focuses on deeply understanding the client's business and needs, analyzing the relevant industry, and developing executable and scalable strategies and solutions.

March 2021 - November 2024

Project Manager - Xanelum Digitalization and Sustainability

As a digital product design specialist within the team, my primary responsibility spans from conception to implementation and optimization of these products. I work closely with multidisciplinary teams, using a variety of development tools. In addition, I lead the planning and execution of SEO strategies, as well as the management of content plans. My responsibilities also include monitoring analytics, CRO analysis, tagging implementations, among others.

My work also involves analyzing data to support decision-making at various levels and areas, identifying opportunities for improvement and optimization. In addition, I am in charge of managing several cross-channel advertising accounts, ensuring an effective and consistent presence across multiple communication platforms.

October 2020 - December 2022

Content Creator - HoyMarketing

Content writing about Digital Marketing and Social Media. HoyMarketing is a news portal about Digital Marketing and the latest trends in Social Media. I have been collaborating in the creation of articles related to SEM, SEO and Social Media.

October 2018 - March 2021

Freelance - Sofi Gil Salgueiro

I created my personal brand, starting by doing small photography jobs for brands and events. Later I started to provide services as a Community Manager, creating content plans, and going through the entire process from planning to programming. As a student at Aula CM I started to create corporate and personal websites with WordPress. I accumulated more than 10 projects as a freelancer.

October 2016 - August 2018

Financial Advisor - Santa Lucia Insurance

Commercial advisor for financial products. Customer service and administrative tasks.

July 2013 - September 2014

Financial Analyst - CIAP Andrés Bello Catholic University

Administrative and accounting management. Accounts receivable management. Corporate sales. Preparation of reports, statements and financial analysis.

2009 - July 2013

Accountant - Caracas University Hospital

Accounts payable management to suppliers. Analysis of results, control and administration of budgets. Account and national assets coding project. Design and development of procedures manual for the administration and accounting department.

Educación

Vostok Program XI

Tramontana Institute
Spain, Current

Product Design Digital UX/UI

Desing Graduate - Tramontana
Institute
Spain, 2024

Introduction to UX Design

Ethan Parry
Spain, 2022

Introduction to Design Systems

Javier Simón
Spain, 2021

Master in Digital Marketing

Aula CM
Spain, 2021

Entrepreneurship Program applied to ICT and Digital Transformation of SMEs

UDC-SNGULAR Teamlabs
Spain, 2021

Public Accounting

UCAB
Venezuela, 2012

Bachelor of Science

La Salle La Colina
Venezuela, 2006

Tools

Figma, Illustrator, Photoshop, Indesign, WordPress, Screaming Frog, Ahrefs, Page Speed Insights, GT Metrix, Google Analytics, Hotjar, Emailmarketing, Google Adwords, Google Tag Maneger, Google Search Console, Meta Ads, Zoho, Asana, among others...

Skills

Storytelling
Detail-oriented
Flexible
Communicative
Proactive
English B1
Native Spanish



Sofía Gil Salgueiro

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