





# SOFIA PERTUZ

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 Based in NW London, UK.

## EDUCATION

### TIPI GROUP ACADEMY

*London, United Kingdom*

- Digital Marketing Training Certification & Google Ads Search Certification.

### UNIVERSITY OF WESTMINSTER

*London, United Kingdom*

- Master of Arts (MA) Marketing Communications - Distinction
- Bachelor of Arts (BA) Film

### LCI BOGOTÁ

*Bogotá, Colombia*

- Technology in Scenic Production and Design

### LASALLE COLLEGE

*Montreal, Canada*

- Certification in Set and Prop Design

## ADDITIONAL SKILLS

- Spanish – Native Level.
- English – C1 Level Proficiency.
- Video Editing Software (Final Cut Pro, Adobe Premiere & Avid)
- Design Software and Platforms (Adobe Suite, PP, Keynote & Canva)
- Professional Videography & Photography.

## EXPERIENCE

### MARKETING ASSISTANT (REMOTE)

*Praxis English Academy - Bucaramanga, Colombia*

*Oct 2020 - Present*

- Collaborated with the creative team to generate compelling audiovisual social media and website content in alignment with the company's brand image, resulting in a 45% increase in user engagement.
- Executed and optimised online marketing campaigns, including paid social, paid search, affiliate marketing and email marketing, resulting in a 35% rise in website traffic and a 20% boost in online sales revenue.
- Improved online customer support processes, resulting in a 25% increment in customer satisfaction and a more consistent, positive user experience.

### MARKETING TRAINEE

*Tipi Group*

*August 2023*

- Introduction to a host of digital disciplines including PPC, SEO, Programmatic, Mobile, Display, Content Marketing, Paid Social, Amazon Marketing, and Data & Analytics.
- Learning applicable media disciplines such as Strategy and Insights, as well as Customer Experience and soft skills.
- Interview and Presentation training sessions, practical tips on how body language and speech can be harnessed to give the best possible chance in a high-pressure situation.

### FRONT DESK ASSISTANT

*Praxis English Academy - Bucaramanga, Colombia*

*Nov 2019 - Oct 2020*

- Answered incoming calls, greeted callers, provided information, transferred calls or took messages as necessary.
- Answered simple questions to clients using reference files on the company's internal system.
- Performed clerical duties, such as typing, proofreading, accepting orders, scheduling appointments, and sorting mail.

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*References available upon request.*