

# SOFIA QUEIJEIRO

COMMUNICATIONS/CONTENT  
CREATOR/ DIGITAL MEDIA  
SPECIALIST

## EXPERIENCE

### NEWTONS BOX

MARKETING DIRECTOR | October 2018 - present

- In charge of overall creative direction of the design product company by creating content campaigns.
- Streamlined marketing strategy which improved product INUBOX sales.
- Design and manage Kickstarter campaign. **Funded \$40k in 30 days**
- Manage and create content for social media channels
- Manage and launch product at CES 2019 VEGAS.
- PR activities and manage media. Reaching more than 110 media outlets (Mashable, Digital Trends, Washington Post, CNN and more)

### EDELMAN

LEAD COMMUNITY MANAGER | January 2018 - October 2018

- Coordinated Influencer Marketing for brands (Pepsi, Quaker, Xbox, Doritos, AMD, among others) for social media diffusion.
- Create content for social media channels (AMD, HP, DOW, XBOX, Education for sharing, and more)
- Coordinated Digital team for brand social media channels.

### FUNKTIONEL

SOCIAL MEDIA DIRECTOR | January 2014 - December 2017

- Develop Marketing campaign localization, production, and trafficking workflows.
- Lead process trainings for new and already-existing workflows – be an in-market source of knowledge
- Lead, plan, and manage internal and external communications
- Drive creative innovation, managing local clients relationships to maintain leading creative executions.

### MAPITV

PRODUCTION ASSISTANT | SEPTEMBER 2012 - SEPTEMBER 2013

- Creative and production process for TV.
- Coordinate schedules for shootings, locations, scouting, talent,
- Coordinate video pre-production, production, and post-production workflows.



## CONTACT DETAILS

Passionate about communication, create content and digital media. I'm very curious about everything the world is up to, finding inspiration on emotions, people and culture. Improving every day to be better and searching for new adventures.

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INSTAGRAM: sophiquei

## EDUCATION

### BACHELOR DEEGRE COMMUNICATIONS

UNAM | 2007-2011

### MEDIA PRODUCTION SPECIALTY

UNAM | 2012