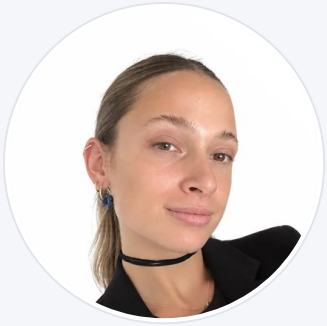


Sofía Ayerbe

MARKETING & COMMUNICATIONS · BRAND PARTNERSHIPS · AI

Advertising professional with 4+ years in communication strategy, multi-market campaigns and brand partnerships in the creative and cultural industries.

CONTACT

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linkedin.com/in/sofia-ayerbe

EDUCATION

BA in Advertising
Universidad de Palermo · 2019/24

Honours diploma

Top-GPA scholarship
School of Design & Communication · 2022

Teaching assistant
Communication Theory · Leandro Africano

Six award-winning academic projects

Guest talk "From brand to artist"
Invited by Gustavo Ameri's Artist Management 1 course · 2022/2025

PROFILE

I design communication strategies and creative campaigns for brands, **from idea to execution**. I have led campaigns across **up to 12 markets at once** with local partners and, at Dale Play, worked on projects with brands such as **Samsung, VISA, Pepsi and Buchanan's**. **AI** is part of how I work: I use it to research, organise and produce.

AI IN HOW I WORK

I use it daily and, based on the team's needs, started and built:

- **Sales CRM** — 14 users
- **Proposal portal** — one link per brand
- **My app** — daily news and podcast

See projects ↗

EXPERIENCE

Dale Play

Nov 2023 — present

Entertainment and 360 services company: around 300 people, offices in Argentina, Mexico and Spain, and 420+ shows in 2025.

Cultural Partnerships Manager

Jun 2026 — present

Brand Partnerships

- Design creative sales proposals and partnership strategies that bring brands into events, content and campaigns.
- Analyse each brand's goals to find integration opportunities and build tailored proposals.
- Manage the sales pipeline and track marketing and brand-partnership trends.
- Started and built with AI the CRM the team uses. See project ↗

Marketing Analyst

Mar 2025 — May 2026

Marketing

Defined the annual communication strategy by market, identifying growth opportunities and turning them into actionable campaigns.

Turned the strategy into creative proposals for launches and events, aligned with each brand's identity. Managed key assets (landing pages, key visuals, creative pieces, announcement video) and follow-up coverage. **See projects ↗**

Led multi-market marketing campaigns and coordinated their rollout and optimisation across **up to 12 countries at once**, with local partners.

> E.g. **Duki World Tour '25** · campaign across 12 countries, 60+ events and 500k+ attendees.
> Other international campaigns: Airbag (9 countries), Rels B (11) and Lali (3).
> Samsung brand activation with an influencer: travelled to Madrid to run it across three sold-out arenas.

COURSES

Intensive graphic design
Universidad Da Vinci · Jul–Dec 2023 · Illustrator, Photoshop & InDesign

Photo lab
PH María Luisa Morim · 2026

LANGUAGES

Spanish
Native

English
Upper-intermediate · Cambridge FCE

Italian
Beginner · A2

SKILLS

Communication strategy
Multi-market campaigns
Brand partnerships
Sponsorship
Project management
Stakeholder management
Creative development
Social media
AI for marketing

TOOLS

Claude
Claude Code
ChatGPT
Higgsfield
Magnific
Canva
Illustrator
Photoshop
InDesign
Chartmetric

OTHER INTERESTS

Photography
Film
Painting

Marketing Assistant

Nov 2024 — Mar 2025

Dale Play · Marketing

Built and ran communication plans for launches and events with internal and external teams. Organised campaigns, followed up daily with local partners in each market and oversaw press materials.

Management Assistant · Bizarrap

Nov 2023 — Nov 2024

Dale Play · Talent management

Coordinated brand, content and marketing projects for a globally known talent, aligning goals, identity and deadlines across teams.

> E.g. projects with VISA, Pepsi and Buchanan's.

Managed communications for international events with local partners and handled production on commercial shoots, looking after the talent's schedule and logistics.

> E.g. Coachella 2024 · BZRP.ai, a short film with a 16-hour shoot · three VISA commercials.

Mojo Records

Record label.

Social Media & Community Manager

Mar — Oct 2023

- Designed and ran the content strategy for releases and four company accounts.
- Helped produce company and launch events (catering, giveaways, graphics).
- Created live digital coverage at events such as the Gardel Awards.
- Community management of four owned channels, with reporting.

Fabiana Cantilo

Designer & Community Manager

Jan — Mar 2023

Designed and planned the social media campaign for her 2023 tour.

Mazalán Comunicaciones

Communications agency · Account: Syngenta.

Account Assistant

Jan 2022 — Mar 2023

- Daily contact with the client and its teams.
- Pitched creative campaigns, copywriting and content planning.
- Community management on Instagram, Facebook, LinkedIn and X, with monthly performance reports.
- Real-time event coverage.
- Daily social listening of trends and brand conversation, spotting potential crises and reporting weekly.
- The Pride Month campaign got **twice the sector's average engagement**.