



# NATALIA LONDOÑO

## PROFILE

Professional in Social Communication and Journalism with more than 8 years of experience in strategic content creation and user-centric digital transformation. Expert in conceptualization and execution of content projects for UX and marketing, with a comprehensive approach that includes user analysis, content curation and project management.

## CONTACT INFO

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## RELEVANT SKILLS

- Communication
- Creativity and innovation
- Content writing
- Analysis and curation
- Project management
- Digital transformation

## EDUCATION

Professional in Social Communication and Journalism  
Universidad Central | 2016

## CERTIFICATIONS

- Inbound marketing  
Hubspot Academy | 2022
- Lean Change Agent  
Lean Change Management Association | 2020
- Marketing Digital 360°  
Partners Academy | 2019
- Innovation in times of change  
Compensar | 2018

## LANGUAGES

- Native Spanish
- Advanced English

## EMPLOYMENT HISTORY

### Content Designer | UX Writer

Unidad de Planificación Rural Agropecuaria-UPRA | Feb 2024 - Present (7 months)

- Responsible for pedagogical adaptation and content generation for digital solutions and learning products at UPRA, including instructional content development and visual prototyping. I support the diagnosis, positioning and measurement of experiences and products, ensuring the understanding and accuracy of content for end users.

### Marketing Project Manager

El Laboratorio | Aug 2023 - Present (1 year, 1 month)

- I lead teams in the creation of strategic content for educational experiences and YouTube content, ensuring the efficient planning and execution of projects. I excel in the design of conversational content for chatbots, as well as collaborating with clients and creative teams to ensure consistency and effectiveness of digital marketing strategies.

### UX Project Leader

Mercado Libre | Apr 2022 - Jul 2023 (1 year, 4 months)

- Led UX teams (Designers and UX Writers) in different projects of the Seller Experience from a strategic and user-centric point of view, in coordination with Development and Product teams, ensuring the correct use of the design system (Andes UI), as well as the quality and usability in the design of the solutions.

### Marketing Ops. & Editorial Content Manager

Neivor | Apr 2021 - Apr 2022 (1 year, 1 month)

- Coordinated the creation and execution of growth hacking strategies for the positioning and growth of the condominium management product, ensuring the operation and optimization of the different communication channels.
- In charge of the design and supervision of the value content strategy in different channels, as well as the development of multichannel campaigns for lead generation and product hypothesis validation.

### Change Management Leader

Parameta | Oct 2019 - Dec 2020 (1 year, 3 months)

- Responsible for the planning and execution of content and change management strategies (Agile Lean Change Management and ADKAR-Prosci approaches) for the digital transformation of the procurement process of leading companies in science, technology and innovation, oil and gas, air transport, financial, banking and agricultural industries with learning and training products for users.

### Marketing, communication and UX coordinator

Círculo de Viajes Universal + Viajes Circular | May 2016 - Aug 2019 (3 years, 4 months)

- Product owner of the digital transformation project of CVU's website with User Centered Design and advanced web analytics (Agile SCRUM framework). Built and executed the training plan for the sales area on the use of the new technological solution.
- Coordinated the creative team and agencies (digital and creative) for the planning and implementation of 360° marketing strategies for sales and loyalty, ensuring compliance with the digital marketing budget.