

Sofía González Araña

AI Automation and Implementation Specialist

Contact

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Languages

Spanish	Native
German	Fluent
English	Fluent
Japanese	Intermediate

Tools

Build
Claude Code, Claude API, Next.js, Astro, Supabase, Cloudflare, Payload CMS

Business
HubSpot, Shopify, WordPress, Klaviyo, Mailchimp

Design
Figma, Canva

Education

B.A. East Asian Studies
Heidelberg University

Exchange year
Hitotsubashi University, Tokyo

Abitur
Deutsche Schule Las Palmas

Profile

I build the systems a business runs on: automations, CRMs, AI assistants, internal tools and the website that connects them. I care about the details nobody asks for, and I stay until it runs.

Audit map how the business works today › **Plan** the right solution, agreed together › **Build** implemented and tested in daily work › **Support** training, documentation, ongoing care

Selected projects 2026

Project	What I built	Result
AI booking and guest assistant	Bookings and guest questions by WhatsApp and phone, with its own CRM, for a restaurant.	73 bookings and 210 guest conversations handled by the AI in one month
Cassiopeia	Timetable generator for schools. Next.js, Supabase, Claude. In pilot.	Weeks of work now done in 1 to 3 days
Novatrix	Brand, website and the flow into WhatsApp and a Skool community.	33 community members
fensterdienst.ch	Website for a Swiss service company; the enquiry form goes straight to WhatsApp.	First order the day after launch

Experience

2026 to today
AI Automation and Implementation Specialist
Founder, BALI Flow · Remote
Systems, internal tools and connected websites for businesses in Switzerland and Spain.

2023 to today
Founder
BALI Academy · Remote
Digital products: shop, blog, SEO, email list and automated delivery.

2021 to 2026
Designer and shop owner
Golden Horizons Studio
Templates sold on Etsy and Creative Market, branding for agency clients.

2019 to 2021
Internships
Project management, design and marketing at there-for-you.com, Arosa (CH)
Project assistant and designer at Heidelberg University