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**Summary**

**SUMMARY**

A highly organised digital content manager and analist with over seven years experience providing reader-friendly articles and educative contents to Spanish readers. Skills include:

* Excellent management, writing, and editing skills and the abilily to translate content ideas across all organisational levels.
* Proven ability to execute content analysis and communication strategy which helps to increase the interaction between readers and the website.
* Effective at multitasking and working with partners of diverse backgrounds.
* Knowledge on in quantitative and qualitative research methods (e.g. interviewing, qualitative content analysis or survey data analysis) and in the use of analytical software such as SPSS, Excel, GraphPad Prism or Atlas TI.

**KEY ACHIEVEMENTS**

* Received the Best PhD Dissertation Award in Social Science at the University of Seville in 2013 for my thesis on communication strategy aimed to help adults with Type 2 Diabetes.
* Developed the writing guidelines for iDescubre digital magazine of the Andalusian government (Spain).
* Initiated the publishing of iDescubre digital articles as a well-designed quarterly magazine which can be downloaded as PDF file. Please see the link below to see the digital magazine:

[https://idescubre.fundaciondescubre.es/revista-idescubre/](https://idescubre.fundaciondescubre.es/revista-idescubre/" \t "_blank)

* Published over 350 articles, eight scientific journals (some of them are realted to digital media content analysis), three PDF magazines, and four books.
* Led the production of the most widely read science magazine in Andalusia, with more than 10,000 monthly visits.
* Trained seven new staff members of iDescubre Foundation on how to conduct interviews with scientists and how to write reader-friendly scientific articles.
* Identified and utilized variety of learning materials, resources and technology methods [such as: Internet-learning, library, team learning] to support and improve the instructional environment.

**WORK HISTORY**

**Jan 2014 – Aug 2016 Discover Foundation; Andalusian Regional Government (Spain)**

**Job Title: Content Manager**

Discover Foundation (Fundación Descubre) is a private non-profit, boosted by the regional government of Andalusia, that aims to foster the culture of knowledge in the population through organizing, coordinating and driving initiatives for the dissemination of innovation, science and technology in Andalusia. 'IDescubre' is the digital magazine devoted to scientific dissemination of Andalusia Discover Foundation.

**Responsibilities:**

* Set guidelines and editorial policies for IDescubre online content, write articles, edit contents, and develop the site's editorial voice and style.
* Develop IDescubre content strategy to reach out Spanish readers of diverse backgrounds.
* Use analytical software to evaluate web traffic and visibility (search engine optimization).
* Lead the team to provide contents with advanced features such as video, audio, or other elements that encourage viewers to interact and engage with the content (rich media).
* Collaborate with 24 institutions, among which are public universities, research and outreach centers present in Andalusia to create high-quality contents.

**KPI´s:**

* Hit rate or views: Use social media channels and email marketing to increase web traffic.
* Social shares: Increase social shares on facebook, twitter, and instagram by publishing blog posts with calls to action (such as downloading a piece of content from a landing page) and social media posts that link to the site.
* Customer engagement: Create contents which are relevant and compelling to the readers.
* Number of articles and subject varieties: I contact researchers of diverse subjects from different provinces of Andalusia to be able to publish varied articles.
* Publishing deadlines: Keep a list of projects and communicate clear deadlines to all team members.

**Key Achievements:**

* Developed the writing guidelines and style for the digital contents and iDescubre PDF magazine.
* Initiated the publishing of iDescubre digital articles as a well-designed quarterly magazine which can be downloaded as PDF file.
* Hired four more writers to meet the increasing demand of articles.
* Trained seven writers, a graphic designer and a web designer on the style guides of the website.

**Jun 2013 – Dec 2013 Discover Foundation; Andalusian Regional Government (Spain)**

**Job Title: Science Writer**

**Responsibilities:**

* Producing articles for online publication according to agreed style and keeping to strict deadlines.
* Conducting interviews with scientists, doctors and academics and establishing a network of industry experts.
* Attending academic and press conferences.
* Visiting research establishments.
* Reading and researching specialist media and literature, e.g. scientific papers, company reports, newspapers, magazines and journals, press releases and internet resources including social media.
* Attending meetings or taking part in conference calls with clients, scientists or other writers.
* Reviewing and amending work in response to editor feedback.

**KPI´s:**

* Views on content: Write compelling titles and interesting descriptions to make the articles stand out to searches.
* Comments: Interact with the readers by responding to the comment they leave on the website to help building better connection with the audience and increase return visits.
* Shares: Interview and quote experts to increase the social media shares and mentions.
* Writing deadlines: Set realistic expectations and work hard to meet the deadlines.

**Key Achievements:**

* Main contributor of the Discover Foundation website with two articles per week.
* Wrote 80 scientific articles for the Discover Foundation.
* Reached 8,000 shares on facebook and 400-500 retweets.
* Represented the Foundation in various events (10-15) on scientific divulgation.

**Feb 2011 – Feb 2013 The Office of Research Result Transfer – University of Seville, Spain**

**Job Title: Web Content Editor**

The Office of Research Result Transfer aims to create  and  maintain the dynamic relations between the  scientific community at the University of Seville, businesses, and other socioeconomic entities in order to promote R+D and produce results from research projects at the university.

**Responsibilities:**

* Responsible for planning, creating, editing and publishing information on website.
* Sourcing images and artworks, and collaborating with photographers.
* Collaborate with other research institutions to promote research and development.
* Maintaining the site once it is live and ensuring the information is accurate.
* Incorporating written copy onto the website from other individuals or departments.

**KPI´s:**

* SEO friendly article titles: Use keywords that are easier to research in order to boost the web traffic.
* Use of keywords in article heading: Use keywords in the article heading to improve the post´s percieved relevancy.
* Phrases checked for subject: Incorporate trending keywords in the web contents.

**Key Achievements:**

* Author of the first patent and spin-off catalogue of the University of Seville.
* Wrote over 130 articles for the website of the Office of Research Result Transfer, the University of Seville, Spain.

**Jun 2009 – Dec 2010 Diario Jaén, Andalusia, Spain**

**Job Title: Content Editor**

Diario Jaén is a daily Spanish newspaper circulated in Jáen province, Andalusia region, Spain, with over 68,000 readers per day.

**Responsibilities:**

* Responsible for planning, creating, editing and publishing information on website and newspaper.
* Maintaining the site and updating new contents.

**KPI´s:**

#### Online page counts of most popular stories: Use google analytics to indicate the top page view counts of news stories or web videos from a particular reporter.

* Story type: Use a yes/no metric to indicate whether a scale is used to tag stories' metatdata with measuresments of their timeliness, such as timely forever, timely for a year, timely for a month, and timely for a day.
* Volume of social referrals: Analyze the percentage of site visits generated by social referrals out of the total volume of traffic to the site in a given time period (daily, weekly, monthly).
* User engagement: Identify the average number of comments logged per registered user in a given time interval.

**Key Achievement:**

* Being awarded as the best editorial team of the newspaper for our article on Jáen province.

**Jun 2008 – Dec 2008 El Periodico Extremadura, Spain**

**Job Title: Content Editor**

El Periodico Extremadura is a regional daily Spanish newspaper circulated in Extramadura region, Spain, with over 40,000 readers per day.

**Responsibilities:**

* Responsible for planning, creating, editing and publishing information on website and newspaper.
* Maintaining the site and updating new contents.

**KPI´s:**

#### Online page counts of most popular stories: Use google analytics to indicate the top page view counts of news stories or web videos from a particular reporter.

* Story type: Use a yes/no metric to indicate whether a scale is used to tag stories' metatdata with measuresments of their timeliness, such as timely forever, timely for a year, timely for a month, and timely for a day.
* Volume of social referrals: Analyze the percentage of site visits generated by social referrals out of the total volume of traffic to the site in a given time period (daily, weekly, monthly).
* User engagement: Identify the average number of comments logged per registered user in a given time interval.

**Key Achievements:**

* Wrote over 50 articles and edited over 50 articles for the website and newspaper.

**Jan 2008 – Jun 2008 Express Yourself Group, Seville, Spain**

**Job Title: Content Editor**

Express Yourself Group is a regional monthly Spanish newspaper circulated in Seville, Andalusia, Spain, with over 10,000 readers per day.

**Responsibilities:**

* Responsible for planning, creating, editing and publishing information on website and newspaper.
* Maintaining the site and updating new contents.

**KPI´s:**

#### Online page counts of most popular stories: Use google analytics to indicate the top page view counts of news stories or web videos from a particular reporter.

* Story type: Use a yes/no metric to indicate whether a scale is used to tag stories' metatdata with measuresments of their timeliness, such as timely forever, timely for a year, timely for a month, and timely for a day.
* Volume of social referrals: Analyze the percentage of site visits generated by social referrals out of the total volume of traffic to the site in a given time period (daily, weekly, monthly).
* User engagement: Identify the average number of comments logged per registered user in a given time interval.

**Key Achievements:**

* Initiated a new newspaper named 100% Betis dedicated to the fans of Real Betis Football Club.
* Wrote over 20 articles for the website and newspaper.

**Jul 2007 – Dec 2007 Diario Sevilla, Andalusia, Spain**

**Job Title: Content Editor**

Diario Sevilla is a regional daily Spanish newspaper circulated in Seville, Andalusia, Spain, with over 70,000 readers per day.

**Responsibilities:**

* Responsible for planning, creating, editing and publishing information on website and newspaper.
* Maintaining the site and updating new contents.

**KPI´s:**

#### Online page counts of most popular stories: Use google analytics to indicate the top page view counts of news stories or web videos from a particular reporter.

* Story type: Use a yes/no metric to indicate whether a scale is used to tag stories' metatdata with measuresments of their timeliness, such as timely forever, timely for a year, timely for a month, and timely for a day.
* Volume of social referrals: Analyze the percentage of site visits generated by social referrals out of the total volume of traffic to the site in a given time period (daily, weekly, monthly).
* User engagement: Identify the average number of comments logged per registered user in a given time interval.

**Key Achievements:**

* Wrote over 40 articles for the website and newspaper.

**INTERNATIONAL RESEARCH STAY**

**Feb 2013 – Jun 2013** Senior Research Assistant

School of Communication Studies. Auckland University of Technology – Auckland, New Zealand

**EDUCATION**

**2015 Postgraduate course in Digital Marketing.**

Google

**2014 Postgraduate course in the Design of E-Learning and B-Learning Training Programs by using Moodle Learning Platform.**

Universidad Nacional de Educación a Distancia – Spain

**2009 – 2013 International Ph.D. in Strategic Communication. University of Seville – Spain**

Dissertation: Strategic communication to prevent and promote the health of chronic patients with type 2 diabetes. A comparative approximation with Argentina.

Score: Honours (Cum Laude).

Award: Best PhD dissertation in Social Science at the University of Seville in 2013

**2009 – 2010 Master (Hons.) in Social Sciences: Multiculturalism, Interculturality and Social Prevention. University of Pablo de Olavide – Spain**

Score: Hounours (Cum Laude)

**2009 – 2010 Postgraduate Diploma in Teaching (PGDipTchg)**

School of Education University of Seville – Spain

Score: Honours (Cum Laude).

**2003 – 2008 B.A. in Journalism**

University of Seville – Spain

**LANGUAGES**

**Spanish** (mother-tongue)

**English** High level. ‘First Certificate in English’ Cambridge University (grade B2) (2014)

**French** High Level ‘DELF B2’ (grade B2) (2016)

**SKILLS**

* Knowledge of SEO, SME, SMM standards and social media
* Well-versed with Adobe Photoshop and Adobe Illustrator
* Proficient with MS Word, Excel, and PowerPoint
* Charismatic and confident public speaker
* Experienced in quantitative and qualitative research methods (e.g. interviewing, qualitative content analysis or survey data analysis) and in the use of analytical software such as SPSS.

**HOBBIES, INTERESTS**

**Sports:  Play soccer on a monthly basis with friends. I usually play as a goalkeeper.**

**Literature:  Keen reader of historical fiction. Favourite recent author is José Miguel Martín de la Vega.**

**Travel:  Travelled extensively and have visited places which include Indonesia, Mexico, Argentina, New Zealand, Australia, France, Germany, Hungary, The Czech Republic, The United Kindom and Portugal. What I love the most about travelling is to learn new cultures and meet new people of different backgrounds.**

**Cookery:  Keen on cooking international recipes such as Indonesian beef rendang or Argentinian asado.**