



# Hello, I am

## CARMEN VARGAS



Málaga, Spain / Remote



mcvargasb@gmail.com



Spanish, English



+34 640 916 795

---

## EXPERIENCE

### ★ SEO Content Specialist | [Blue Window Ltd](#) (Malta/Remote)

09/2022 - 09/2023 (1 year 1 month)

- Produce high-quality content & incorporate SEO best practices.
- Contribute to and lead the writing of online gambling-related content.
- Edit, proofread, and publish the content.
- Take charge of developing an editorial calendar.
- Oversee and manage web publications by continuously improving their style and content.
- Operate efficiently in a fast-paced, deadline-driven environment, working on multiple tasks with a variety of departments, divisions, and team member's involvement.

### ★ Content Marketing Specialist | [UPPER](#) (Berlín/Remote)

05/2022 – 08/2022 (4 months)

- Research, create, and publish relevant content for the company's blog, including case studies, infographics, and other sales content pieces.
- Conduct keyword research and optimize content for search engine visibility (SEO).
- Perform market analysis and research on the latest trends and on the competition.
- Contribute to the creation of social media content and email campaigns.

### ★ Digital Marketing & Social Media Specialist | [Mute Grupo](#), in Málaga (Spain)

04/2020 – 04/2022 (2 years)

- Drive content strategy and the creation of effective content marketing that meets the business model requirement and client acquisition goals and objectives.
- Plan, implement, manage, and monitor the client's social media strategy.
- Create, design, recognize, find, and curate valuable content for the community, and ensure that content is aligned with the brand and tone of voice.
- Research: digital and social media benchmarks + SEO.
- Set up ad campaigns on Google and social media channels to optimize sales and leads, and develop a strategy based on campaign results, KPIs, and best practices.

### ★ Content Writer | Editor | Translator | Different clients (remote)

07/2009 – Present (+10 years)

- Proofread, edit and translate children's books to a high standard while retaining the engaging elements and rhymes to ensure that the appropriate messaging is delivered.
- **La Vanguardia**, and **Mundo Deportivo**: create buying guides and product comparisons on different product categories for a large digital media house in Spain.

- **iDeal of Sweden:** Translate content for a fashion brand webshop like new collections, product descriptions, customer service copy, and general translation.
- **Wise:** Produce content on a wide range of topics, from personal finance, international money transfers, travel, and visa to business.
- Write SEO content for websites, landing pages, social media channels, newsletters, etc., about many topics: casino, sports, betting, art, finance, shopping, fashion, tech, beauty/health products, hotels, travel, etc.
- Clients such as: **Wise, Contentteam, ever-growing GmbH, Traffic Lab, Blexr LTD, GRC Media AB, Planet Oh Concepts GmbH, iDeal of Sweden, RATATATA Ltd, etc.**

★ **English Teacher** | [Pop e Poppa](#), in Zürich (Switzerland)  
11/2018 - 03/2020 (1 year 5 months)

★ **Content Writer** | [Different Travel S.L](#) (remote)  
05/2017 - 10/2018 (1 year 5 months)

★ **Content Writer** | [Likibu SA](#) (remote)  
02/2016 - 10/2018 (2 years 8 months)

★ **Web Developer** | [AmberBit](#), in Bialystok (Poland)  
03/2013 - 06/2013 (3 months)

## REFERENCES UPON REQUEST

---

## EDUCATION

★ **Global Master's in Digital Management + Communication** | [IM Business School](#)  
01/2020 – 01/2022 (Grade: 90,17)

Content Marketing | SEO | Social Media | Community Management | Branding | Social Ads  
Google Ads | Google Analytics | UX & UI | Email Marketing | Ecommerce | Growth Hacking Mobile  
Marketing | Events | Video Marketing | Lean Startup | Digital Project Management

★ **Bachelor's Degree in English Studies: Language, Literature & Culture** | U.N.E.D  
2015 – 2019

★ **Web Development** | I.E.S Fco. Romero Vargas  
2011 – 2013

## ADDITIONAL INFORMATION

★ **Visa J-1 Exchange Visitor Program** | Fort Lauderdale, Florida  
Aug 2015 - Jun 2017

★ **Several publications and Short Story Awards.**