



# MAYTE MEDRANO

CONTENT MANAGER | JOURNALIST  
| SEO ADDICT | JOYFUL MOTHER |  
BASED IN GERMANY

## EXPERIENCE

**2021 - Present** MH Direkt e-commerce & Fulfillment GmbH & Co

### Content and Shop Manager

In charge of the Spanish market. Copywriting and SEO optimisation work. Web development from scratch. Digital marketing strategies in social media and email marketing. Digital content creation, optimisation and product descriptions, translation from German to Spanish. Rebranding of the brand and new communication strategy. Organic SEO, SEO and SEM, social media audits and SMO. Persuasive communication and customer service.

**2017 - 2020** LPZ Handels GmbH LPZ Handels GmbH

### Content Manager & Online Copywriter

Content creator and online copywriter for ecommerce platforms such as Amazon, Etsy and Ebay. Translation from German into Spanish and English into Spanish. SEO strategies, product and website optimisation. Customer support.

## EDUCATION

**2005 - 2010**


### Journalism

San Pablo CEU University Madrid

- Journalism, Communication, Radio, Press,
- Self-management of information
- International Relations, Politics and Economics
- History of Journalism
- Journalism Writing
- Digital and Analogue Photography, Radio, Press and Television Internships.
- Multimedia Journalism.
- Journalistic Ethics

More than 5 years of  
experience with content  
marketing strategies and e-  
commerce tools.  
Continuous updating.

## CONTACT

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 Hannover, Germany

## STRENGTHS

Copywriting 

SEO 

Digital and social  
media marketing 

Web and brand  
design 

Email Marketing 

## LANGUAGES

Spanish 

English 

German 