

# Gonzalo Angulo Communicator and Content Creator

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## PROFESSIONAL SUMMARY

Hi! I am a dedicated and reliable professional with over ten years of experience in content creation, SEO optimization, marketing, communication, and graphic design. I have worked across diverse fields including web design, educational platforms, social media, hospitality, illustration, and multinational companies.

## AREAS OF EXPERTISE

Content Creation | Communication | Graphic Design | Copywriting | SEO | Project Management | Stakeholder Management

## WORK EXPERIENCE

**Envato** – *Freelance work* - 11/2024 - PRESENT

### Content Creator

Develop engaging [social media video content](#) focusing on [design and its impact on pop culture](#). Responsibilities include scripting from briefs, recording on-camera content, providing voiceovers, and serving as the on-screen representative of the brand. Additionally, create [in-depth articles](#) covering [history, design, pop culture, and tutorials](#) for Envato's blog.

**Envato** – *Remote position* - 12/2021 - 04/2024

**Associate Video Editor at Envato Tuts+** 02/2023 - 04/2024

At Envato Tuts+, I edited, proofread, and managed content for the Photography & Video section, ensuring quality and timely publication. I provided feedback to writers, coordinated schedules, and contributed to content creation. Additionally, I ensured that articles and tutorials on the CMS followed the best user experience guidelines before publication.

- Edited content articles, tutorials, and transcripts for the Envato Tuts+ video section.
- Edited 30 pieces of content (articles, tutorials, or transcripts) per month for the Envato Tuts+ video section.
- Performed editorial tasks such as copy editing, reviewing, proofreading, and providing feedback to freelance writers to help them improve their work.
- Managed an editorial calendar to visualize and stay on track with scheduled content.
- Maintained constant communication with instructors and writers to ensure all content remained on track and was published in a timely manner according to scheduled dates.
- Utilized project management tools like Trello to track articles and tasks with writers.
- Managed CMS.
- Wrote tutorials and articles for the Envato Tuts+ ecosystem.

**Staff Writer at Envato Tuts+** – *Remote position* - 12/2021 - 02/2023

As a Staff Writer, I consistently updated articles and tutorials across all sections of Envato Tuts+. I conducted keyword research using tools like SEMrush, Ahrefs, and Google Search Console to optimize content for SEO, aiming to enhance traffic, rankings and conversions. Additionally, I wrote new content sections to offer users fresh and relevant material. I was also a member of Envato Mexico's LGBTQ Committee, contributing to the organization of activities for Pride month in 2022.

- Wrote and updated 20 articles per month on various topics including design and illustration, business, coding, web development, photography, and video.
- Keyword research in different keyword research tools such as SEMrush, Ahrefs, and Google Search Console. SEO strategies for writing new articles on design, illustration, and illustration programs such as Procreate. CMS management.
- Regular use of Photoshop to create banners and images for articles.
- Used project management applications like Trello to keep track of articles and updates.
- Member of Envato Mexico's LGBTQ Committee and worked to create activities for Pride month.

**Pierna Cruzada** – *Cancun, Mexico* - 01/2015 - PRESENT

### Content Creator and Illustrator

Founder of Pierna Cruzada, an online illustration and graphic humor project. This project was created to share my personal stories and experiences as a member of the LGBTQ community in Mexico and Latin America.

- Create and manage an online community that builds 380k followers on YouTube, Instagram, Facebook, and TikTok.
- Wrote, illustrated, and published the book for Pierna Cruzada with 'Editorial Planeta' in 2017.
- Identify the needs, trends, and likes of my community and implement them in my content
- Write scripts and storyboards for video, animation, and illustration content.
- Follow specific creative briefs to create branded content for brands like Spotify, Disney, Abercrombie & Fitch, and Burger King.

**Mabe** – *Mexico City, Mexico* - 11/2020 - 12/2021

### **Content Creator for Communication & Marketing**

Worked with the Communication department to develop educational content to familiarize store sellers with Mabe products, a Mexico-based multinational company that designs, produces, and distributes appliances globally. Additionally, I collaborated with the Marketing department to create digital and social media content for After-Sales Services, maintenance, and Contact Center.

- Produced and created content for different stakeholders.
- Designed engaging and effective educational presentations for store sellers, showcasing Mabe products and services.
- Produced educational videos, including scriptwriting, recording, and coordinating the timely publication of videos.
- Created content on Instagram Reels for After-Sales Services, an area that previously lacked social media presence.
- Collaborated with a team of graphic designers and animators to create three to four pieces of eye-catching, creative content per week for social channels.
- Developed pitches for different marketing campaigns and online content.
- Effectively supervised content for the Contact Center and After-Sales Services account, addressing customer needs and providing weekly meeting minutes.

**RCD Hotels** – *Cancun, Mexico* 08/2017 – 03/2020

### **Web Content Editor**

Managed, curated, and wrote impactful content for the Hard Rock All-Inclusive Hotels, UNICO 20°87°, and Nobu Los Cabos websites, ensuring their relevance through updated special offers, landing pages, and blog entries, while optimizing user experience and visual design of all pages. Furthermore, I collaborated with global developer partners to execute website developments and enhancements aligned with strategic objectives and brand standards.

- Effectively managed and created content for six hotel website accounts.
- CMS Management on EpiServer, WordPress, and Vizergy.
- Managed content requests from stakeholders across various departments within the company.
- Keep all the website information updated. From special offers and landing pages to blog entries.
- Ensured that the UX and UI designs of the pages were attractive and effective for users.
- Worked with global partners such as Geta Digital and First Line Software for website developments and implementations, reviewing their scopes of work to deliver developments on schedule.
- Developed and implemented a blog content strategy, tailored to the specific needs of each hotel, and executed content creation.
- Worked with tools such as Hotjar, SEMRush, Yoast SEO, and Google Analytics to measure and improve published content on the websites.
- Content strategy and web design for the launch of 2 new hotel websites.
- UX and UI design for the Nobu Hotel Los Cabos website.
- EpiServer CMS Training at EpiServer Ascend 2019.

### **EDUCATION**

**Universidad Anáhuac Cancún** – *Cancun, Mexico*

- Bachelor's Degree – Communication, 2009-2013

**Monterrey Institute of Technology and Higher Education** – *Remote Certification*

- [\*\*Project Management Certification – February 2024 - July 2024\*\*](#)

**Multiplika Academy**

- Digital product design and UX immersion boot camp - 138 hours - 2020

### **TECHNICAL SKILLS**

- SEO tools (SEMrush, Google Search Console, Ahrefs)
- Experience with Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, and InDesign)
- Mastery of Microsoft Office (Word, Excel, PowerPoint) and Google Suite (Docs, Sheets, Slides).
- Comfortable working with Mac OS X and Microsoft Windows 10.
- Copywriting skills
- Project Management
- Stakeholder Management
- CMS tools (WordPress, EpiServer, Vizergy, Readymag, in-house CMS developments)
- Communication tools (Basecamp, Slack, Trello, Asana, Google Hangouts, Zoom, Skype, and Microsoft Teams)
- Knowledge of Social Media Insights
- Google Analytics

- Social Media content creation for YouTube, TikTok, Instagram, Facebook, and Twitter.

#### **LANGUAGE COMPETENCIES**

- English: Fluent in speaking, reading, and writing.