

# Anna Serra Mauri

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## Summary

I am a passionate linguist and frontend developer with a degree in English Studies, a master's in teaching Spanish as a Foreign Language and multiple coding courses.

I have 5 years of experience in Digital Marketing. I worked as an editor and editorial manager, ensuring quality content was delivered with fast turnarounds, leading a team of more than 20 editors across international markets, providing efficient support and improving team motivation.

Thanks to the knowledge acquired through the coding courses, I built my portfolio with VS Code, using HTML and CSS. I have built several apps using HTML, CSS, Javascript, and React.js, and even used, Bootstrap, AI and APIs for some of them.

I am looking for new opportunities and challenges to grow personally and professionally.

## Experience



### Editorial Manager

ICS-digital

Jun 2022 - Present (2 years 3 months)

- Managing a team of 20+ editors across multiple markets, including managing international freelance editors
- Organising and assigning content to editors and writers
- Making sure that all deadlines are met, taking into consideration the business budget
- Working together with different departments to improve the quality of our content
- Using SEO and Analytics tools to ensure the content fits its purpose
- Improving team performance through training



### Content Editor

ICS-digital

Mar 2021 - Jun 2022 (1 year 4 months)

- Editing content across multiple international campaigns and markets, with a particular focus on the Spanish market.
- Ensuring that all content adheres to both the clients' requirements and the in-house guidelines.
- Responsible for the training, progression and development of new writers and editors from different international backgrounds, continuously looking for ways to improve quality of the content.
- Regularly creating topic ideas for clients, with the ability to present ideas in the client's preferred format, taking into consideration the site for publication requirements, the localisation and the target audience.
- Providing guidance and support to team members, both within the Content Team and the wider company such as the projects team, design team and even managers, exceeding pre-established expectations through teamwork.
- Creating content and new creative graphic designs for global companies in the financial field with the aim of covering the largest possible number of markets.

- Responsible for organizing the daily priorities for a certain group of editors, taking into account the delivery deadlines pre-established with the client.



### **Substitute Teacher**

#### Protocol Education

Sep 2020 - Jan 2021 (5 months)

- Cover lessons
- Maintain a good behavioural management
- Ensure the students are learning and participating
- Aid schools with additional support for teachers



### **Administrative officer**

#### Williams Lea Tag

Aug 2019 - Jan 2021 (1 year 6 months)

- Enhance office organisation and efficiency
- Achievement of high standards of administration and compliance.
- Scanning and processing documents
- Data entry, input and filing documents
- Manual handling capabilities



### **Editorial Manager and writer**

#### Laboratorio de Finanzas Computacionales

Oct 2018 - May 2019 (8 months)

- Editing, writing and publishing articles in English and Spanish
- Use of Wordpress to publish blog articles
- Translation from Spanish to English and English to Spanish
- Writing Social Media content
- Optimisation of SEO
- Copy-writing
- Responsible to organise and supervise a group of editors



### **Spanish Teacher**

#### The University Institute of Research in American Studies "Benjamin Franklin" - UAH

Jan 2019 - Apr 2019 (4 months)

- Teaching Spanish as a Foreign Language
- Evaluation of the students' projects and homework
- Organization of School trips
- Creation of rubrics and syllabus of the subject (SFL/SSL - Spanish as a Foreign Language / Second Language)
- Using PCIC and MCER to prepare new materials

## **Education**



### **Universidad de Alcalá**

Master in Training of Spanish Teachers, Specialization in Spanish as a Foreign Language

2018 - 2019



**Universitat de Barcelona**

English Studies, Filologia

2014 - 2018



**I.E.S. Sabinar**

Baccalaureate of Arts (Humanities)

2010 - 2012



**I.E.S. Algazul**

High School

2006 - 2010

## Licenses & Certifications



**The Fundamentals of Digital Marketing** - Google Digital Garage

S7A LWK PTC



**NCFE Level 2 Certificate in Understanding Coding** - NCFE



**Introduction to Coding** - SheCodes

220a21bc34a0de91bf24d39dfe4c23b5



**Web Development** - SheCodes

105e123e704c268c4eaaac31a928c786



**Advanced Web Development** - SheCodes

67affb6e7b6da8da24514c58a3ca6806



**Introduction to Web Development** - SheCodes

d244ab64a62662f47d85d48e623b5bba



**Introduction to Artificial Intelligence** - SheCodes

8aaf9269a60753807c66ac7781e8dfaa



**React Development** - SheCodes

a7ba4049cdfd1ede26e4863323486d53



**Advanced React Development** - SheCodes

2374b902e6564c9f2897df2ed7970bfb

 **Responsive Web Development - SheCodes**

4134c99c389e83f471aeec2b1490bf5

 **Advanced Responsive Web Development - SheCodes**

1a96479673d54724e2b3ffce044a9e45

 **Junior Front-End Developer - SheCodes**

98e7f45894aa3d79a474b112229b8ce2

## **Skills**

GitHub • Git • figma • Bootstrap (Framework) • Search Engine Optimization (SEO) • Web Hosting • Responsive Web Design • Web Application Design • Web Application Development • React.js