



Esteban Muñoz


Content Writer, Editor & SEO Copywriter

Author and editor with several years' experience in publishing, digital marketing and e-commerce. I've been able to achieve incredible SEO growth for my clients by optimizing and managing their accounts, and creating in-depth content marketing strategies.

munoz.aguilar.esteban@outlook.com 

33 13 62 73 41 

México 

[linkedin.com/in/estebanma](https://www.linkedin.com/in/estebanma) 

EXPERIENCE

Content Writer & SEO Copywriter AMZ Advisers

11/2019 - Present

- Design catered digital content for e-Commerce sellers, focused on driving conversions, sales and long-term growth for our clients.
- Identify relevant keywords across all Amazon-related web traffic to improve the client's SERP ranks.
- Write out concise frontend listing copy or A+ content, noting the benefits and features of a specific product.
- Provide the end user with easy-to-follow blog content that improves web traffic and customer engagement.

Web Editor Soul Say Creative Studio

08/2019 - 10/2019

- Customize content plans, focused on more conversions and sales for our customers.
- Manage the agency's SEO strategy, and its official blog in WordPress.
- Author 2-4 weekly blog posts to improve web visibility by 15%.
- Implement the content schedule for social media campaigns.

Content Manager WOM GP

07/2018 - 04/2019

- Write 2 weekly [blog posts](#) about digital marketing, blogging and social media trends.
- Develop SEO and inbound marketing strategies to drive customer conversion rates by 15%.
- Manage 6 clients' blogs to increase their online presence by 20%.
- Mentor the Junior Content Writer in keyword research, inbound marketing and SEO skills.

Managing Editor & Associate Editor Mejores Prácticas Corporativas


06/2013 - 06/2018

- Author over 150 articles about business management and strategy, and corporate culture ([issues 21 to 51](#)).
- Supervise the magazine's design, publishing and distribution strategies.
- Mentor 2 new associate editors in research, promotion and publishing skills
- Establish a network of business contacts who could to collaborate as guest authors on a regular basis.
- Improve the standard writing, editing and proofreading workflows to increase productivity & time management by 40 %.

SKILLS


Creative writing & storytelling	<div><div></div><div></div><div></div><div></div><div></div></div>
Editing & proofreading	<div><div></div><div></div><div></div><div></div><div></div></div>
SEO & Keyword research	<div><div></div><div></div><div></div><div></div><div></div></div>
WordPress & blogging	<div><div></div><div></div><div></div><div></div><div></div></div>
Translation & Research	<div><div></div><div></div><div></div><div></div><div></div></div>
Briefing & Technical writing	<div><div></div><div></div><div></div><div></div><div></div></div>
Project Management	<div><div></div><div></div><div></div><div></div><div></div></div>
Adobe InDesign	<div><div></div><div></div><div></div><div></div><div></div></div>
Microsoft Office	<div><div></div><div></div><div></div><div></div><div></div></div>

PROJECTS

Adiós al Edén (01/2019 - 04/2020) 

- Prose poetry anthology, written throughout 5 years and compiled during 2019.

EDUCATION

Bachelor's Degree in Communication & Media
Instituto Tecnológico y de Estudios Superiores de Occidente, ITESO 

08/2007 - 05/2012

Leadership Seminar IMMPC

08/2016 - 04/2017

INTERESTS

Filmmaking

Reading

Drawing

Guitar Playing

Storytelling