

Irene Mogollon

AI-Driven Content Marketing | Storytelling & Content Strategy | UI/UX & Video Production

Zehntwerderweg 135A, 1346 Berlin, DE

+49 160 91 85 87 06 ivmogollon@gmail.com www.ivmogollon.com

Work History:

10/2024 – Present Marketing Manager
Buchdruckerei.de
Stahnsdorf, DE

- Website & SEO: Develops and launches a fully optimized, SEO-friendly brand website by implementing advanced keyword research and UX/UI best practices, increasing web traffic by 50% and improving user engagement by 35%.
- Digital Marketing: Directs and enhances targeted digital marketing campaigns through data-driven audience segmentation and A/B testing, resulting in a 40% increase in lead generation from publishing and editorial houses.
- Social Media: Orchestrates and optimizes social media content strategies by analyzing engagement metrics and refining content formats, resulting in a 45% growth in follower engagement and a 30% boost in brand awareness.
- Client Solutions: Conceptualizes and executes custom website solutions for external clients by integrating SEO strategies and responsive design, improving search rankings by 40% and user retention rates.

05/2022 – 06/2023 Marketing Content Specialist
Jobilla DACH GmbH
Berlin, DE

- Content & Brand: Deployed strategic content initiatives, including blog posts, case studies, guides, landing pages and white papers, grounded in market analysis and user data, resulting in a 25% uplift in brand authority and a 30% surge in audience interaction.
- Digital Marketing: Engineered data-driven email campaigns via HubSpot, leveraging targeted segmentation and automation, to achieve a 35% improvement in message visibility and a 40% rise in user action.
- Communication: Formulated and delivered influential communications, encompassing press releases and presentations, that expanded media presence by 40% through compelling narrative strategies.
- Localization & UX: Led cross-functional team in the localization and optimization of Jobilla's content into four languages, focusing on delivering a seamless user experience across diverse markets.

04/2015 – Present Creative Director
The DJ Cookbook
Berlin, DE

- Creative Direction & Brand: Elevates content quality and brand consistency through strategic creative direction of a niche publication, achieving a 50% increase in audience engagement.
- Content Creation & Audience Expansion: Conceptualizes and curates content that explores the intersection of electronic music and food by leveraging cultural insights and storytelling techniques, expanding readership by 45%.
- User Engagement & Digital Strategy: Drives user engagement, achieving an average engagement time of 5 minutes per active user through strategic content and digital marketing initiatives.
- Partnerships & Business Development: Cultivates key industry relationships with PR agencies, record labels, and artist management, driving a 40% growth in strategic brand partnerships.

Education:

04/2024 – Present **Online Artificial Intelligence Certification** EITCA Academy, Berlin, DE
04/2021 – 08/2021 **User Interface Design Diploma** CareerFoundry, Berlin, DE
05/2021 – 12/2021 **Introduction to Digital Journalism Certificate** Reuters, Berlin, DE
09/1995 – 05/1999 **Bachelor of Fine Arts Film & Television** School of Visual Arts, NY, NY

Skills & Tools:

- SEO & Digital Marketing
- Content Creation & Copywriting
- UX/UI Design & Web Development
- Social Media Management
- Video Production & Editing AVID, Da Vinci Resolve, Final Cut Pro Studio, Premiere Pro
- Adobe Creative Suite, Adobe Firefly, Figma, Sketch, Webflow, Wix, WordPress
- Ahrefs, Claude, Google Analytics 4, Google Search Console, HubSpot, Looker
- Project Management & Lead Generation

Languages:

- **English** – Native
- **German** – B2 Upper-intermediate proficiency
- **Spanish** – Native