

ANA HERNÁNDEZ

Copywriter / Content Manager / Social Media Manager /
Researcher

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Portfolio: [Clippings](#) | [Journo](#)
[LinkedIn](#) | [Academia](#)

WORK EXPERIENCE

SeeTheWorld, Chamonix (France) – Senior Content Manager

OCTOBER 2016 - PRESENT

[SeeTheWorld](#) provides online destination guides and bookings across 23 holiday resorts in France, Spain, and Italy for an English-speaking audience.

Created a content strategy working closely with the bookings team to drive visitors to our listings pages while making the content as useful and engaging as possible. Decided how the sites would flow and how to monetize non-commercial pages. Built a standard house style across the 23 sites.

Wrote and edited regular feature articles and news pieces. Updated and maintained guide pages and event calendars. Built content for brand new sites. Translated content from Spanish and French to English and vice versa. Liaised with Spanish clients, arranging the promotion of their products and helping with bookings.

Managed a team of over 20 reporters and freelancers, editing and proofreading their work and providing feedback and recommendations. Administered freelancers budget and publishing schedule.

Managed social media accounts, actively engaging with readers. Created social media and newsletter campaigns.

Freelance, Spain, UK & France – Content Editor & Translator

OCTOBER 2010 - SEPTEMBER 2016

Created, managed and edited content including news, feature articles, commercial and non-commercial listings for [SeeTheWorld](#). Liaised with their Spanish-speaking clients. Translated content from English to Spanish and vice versa for SeeTheWorld and other British and Spanish companies, including [WeTrain](#) and [REWIND](#).

Universidad Complutense de Madrid, Spain – Research & Teaching Assistant

AUGUST 2011 - JUNE 2016

Finished and wrote my PhD dissertation. Took part in national and international conferences, seminars and workshops. Published my findings in collective volumes as well as academic journals.

KEY SKILLS

Experience in developing website content and using content management systems

Ability to write, edit, proofread, translate and manage content

Social media expertise

Good understanding of SEO

Proficient with MailChimp, Google Analytics, Google Trends, Hootsuite, SocialPilot, TrustPilot

Notions of HTML5, CSS3 & JavaScript

Ample research experience, academic writing and public speaking

LANGUAGES

Spanish: Native

English: Fluent

French: Professional working proficiency

German: Limited working proficiency

Portuguese: Limited working proficiency

Italian: Elementary proficiency

GRANTS & AWARDS

[ARTES – Coll & Cortés Scholarship](#) (London, 2014), for students wishing to conduct research in the UK

Carried out research as a member of [two research projects](#) focused on Spanish medieval art. Edited books, helped organize researchers' schedules, accommodation, flights, managed funding and expenses.

Taught undergraduate and graduate courses in Medieval History and History of Art. Organized academic activities supervised by the Department of History of Art I (Medieval). Maintained and updated the department's database of images. Supervised the work of the department's undergraduate assistants.

Universidad de Santiago de Compostela, Spain – Research & Teaching Assistant

OCTOBER 2007 - JULY 2011

Carried out research for my PhD dissertation and as a member of *Síncrisis: Investigación en Formas Culturais* research group. Taught undergraduate courses in Medieval History and History of Art.

Universidad de Santiago de Compostela, Spain – Administrative Assistant

SEPTEMBER 2006 - JULY 2007

Built a new website for the Department of History of Art, taking care of its maintenance. Wrote and distributed weekly newsletters as well as the department's annual book of activities. Assisted in the organization of academic events.

EDUCATION

Universidad Complutense de Madrid, Spain – PhD

JUNE 2016

PhD with high distinction (*summa cum laude*) in History of Art. Dissertation: «Tradición y copia en la ilustración de manuscritos bíblicos en la península ibérica. Las Biblias de San Isidoro de León (1162) y San Millán de la Cogolla (ca. 1200)» supervised by Dr. José Luis Senra.

Universidad de Santiago de Compostela, Spain – MA

SEPTEMBER 2009

2-year MA course in 'Medieval Studies: Images, Texts, and Contexts'. Thesis: «La originalidad de una copia. La Biblia de 1162 de San Isidoro de León» awarded the highest distinction.

Universidad de Santiago de Compostela, Spain – BA

JULY 2007

Graduated with honours from a 5-year BA in History of Art, being granted the First National Award for Excellence in Academic Performance and the Outstanding Graduation Award.

Training University Lecturers Fellowship (FPU, 2009–2013), Spain's Ministry of Education

Pre-Doctoral Fellowship (2007–2009), Xunta de Galicia

First National Award for Excellence in Academic Performance, the most prestigious award granted by Spain's Ministry of Education

Outstanding Graduation Award, the most prestigious academic award granted by the Xunta de Galicia

Deutsche Akademischer Austausch Dienst (Berlin, 2007), German Academic Exchange Service DAAD

Collaboration Fellowship (Universidad de Santiago de Compostela, 2006–2007), Xunta de Galicia

SELECTED ACADEMIC PAPERS

Manuscripts Across Frontiers: Circulation of Models and Intermediality in Romanesque Aragón, Medieval Europe in Motion: Manuscritos iluminados en la Península Ibérica, forthcoming

[Nuevas aproximaciones en torno a la *Maiestas de la Biblia de 1162 de San Isidoro de León en el Museo Arqueológico Nacional \(Madrid\)*](#), *Archivo Español de Arte*, 358 (April–June 2017), 183–190

Further Perspectives on “A Castilian Tradition of Bible Illustration”: Re-examining the Connection between the Bibles of San Isidoro de León (960 and 1162), 51st

Universidad Española a Distancia, Spain – BA

EXPECTED 2020

Currently undertaking a BA in ‘English Studies: Language, Literature, and Culture’ at the Spanish National Distance Education University (UNED).

VOLUNTEER EXPERIENCE

Sir John Soane’s Museum, London (UK) – Volunteer Visitor Assistant

JULY 2014 - NOVEMBER 2014

Welcomed visitors, catering to guests with special needs. Conveyed the history of the [Sir John Soane’s Museum](#) answering visitors’ questions. Aided with safety procedures and ensured the conservation of the museum and its contents.

Kenwood House – National Heritage, London (UK) – Explainer & Events Volunteer

NOVEMBER 2013 - OCTOBER 2014

Welcomed visitors, catering to guests with special needs. Conveyed the history of [Kenwood House](#) answering visitors’ questions as well as telling stories about the house and its collections. Helped organize and deliver events in the house and its estate. Aided with safety procedures and ensured the conservation of the house and its contents.

International Congress on Medieval Studies, Kalamazoo (MI), May 2016

The Production of New Bibles for Reformed Communities: The Case of San Isidoro de León, *International Medieval Congress*, Leeds (UK), July 2015

Copying early miniatures. The 1162 Bible of San Isidoro de León and its model, *Medieval Hispanic Research Seminar. 24th Colloquium*, Queen Mary University (London), June 2014

[El sacrificio de Isaac](#), *Revista Digital de Iconografía Medieval*, vol. IV, n. 11 (2014), 65-78

[A special place at a special time». Françoise Henry's diaries on Inishkea North \(Ireland\)](#), *Journal of Art Historiography*, 7 (Dec. 2012)

[Saint Mary of Melón por Georgiana Goddard King](#), *Quintana*, 7 (2012), 203-207

The Originality of a Copy. The Leonese Bible of 1162, *16th Annual Medieval Postgraduate Colloquium. The Medieval Copy*, Courtauld Institute of Art (London), February 2011