



ROCÍO VALDERRÁBANO CABRERA

Journalist & content writer

WORK EXPERIENCE

JUNIOR CONTENT MANAGER

FINC3 - Germany | 2019-present

- Copywriting in Spanish and English.
- SEO optimization and performance management for e-commerce platforms.
- Project management.

FREELANCE JOURNALIST

Denmark / Germany | 2017-2019

- Reporting and producing stories about innovation, technology and education for the radio show *Future Forward Aarhus*.
- Reporting, video shooting and edition for the web magazine *Gute Leute*.

REPORTER

Televisa - Mexico | 2015-2017

- Field reporting and writing features on scientific developments and cultural activities for the TV cultural show *Creadores Universitarios*.

PRODUCTION ASSISTANT

Televisa - Mexico | 2013 - 2015

- Responsible of time control, edition, and logistics during the live broadcasting for the investigative program *Punto de Partida* and the debate show *Tercer Grado*.
- Coordination of the production team and special equipment used during shootings.
- Research of special material required for edition and video producer of the teaser for *Creadores Universitarios*.

WEB EDITOR

Reconoce MX - Mexico | 2012 - 2013

- Writing and editing texts about the main cultural activities happening in Mexico City.

EDUCATION

AARHUS UNIVERSITY, DENMARK & UNIVERSITY OF HAMBURG, GERMANY

M.A. in Journalism, Media and Globalization | 2017 - 2019

- Specialization in Media Across Cultures.
- Thesis: "Environmental Reporting in Mexico: The case of the New International Airport in Mexico City"

INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY, MEXICO CITY CAMPUS

B.A. in Communication Science | 2007 - 2011

- Graduated with Honors.

JÖNKÖPING UNIVERSITY, SWEDEN

B.A. in Communication Science, semester abroad | 2010

- Courses included: Radio Production, News Production & International Communication.

LANGUAGES

Spanish - native speaker
English - C1 level
French - B1 level
German - A2 level

SKILLS

Microsoft Office
Audio recording and editing, writing, video shooting and editing, photography

ABOUT ME

I am a Mexican journalist and content writer based in Hamburg, Germany.

I am passionate about journalism and media production, interested in developing news stories for an international and multicultural audience.

CONTACT

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🐦 @chiov

PORTFOLIO

www.rociovalderrabano.com