

Lalo Ortega

Mexico City • lalo.ortegarios@gmail.com • +52 1 55 5298 7609 • [Journo Portfolio](#) • [Mkt Portfolio](#)

Education

Coderhouse

Search Engine Optimization (SEO) Certification Course

Relevant coursework: Technical SEO and Content audit for local film theatre Film Club Café, culminating in a proposal for a website redesign and SEO content strategy as final course project. Ranked in the class Top 10.

Online

2023

Independent Distribution Agency

Independent Film Distribution Bootcamp Course

Mexico

2023

Centro de Cultura Casa Lamm

M.A. Cinema Art

Mexico

2017-2018

Instituto Tecnológico y de Estudios Superiores de Monterrey – Campus Estado de México

B.A. Communication Studies – “Outstanding” grade in CENEVAL graduation exam

Mexico

2008-2012

Experience

JustWatch

Editor

Mexico (remote)

July 2025 – Current

- Writing articles and lists about cinema and television shows for the Mexican version of the JustWatch website.
- Revising and Search Engine Optimization of published articles for Mexico and Spain.
- Pitching content ideas to leadership based on relevant web searches.

Filmelier.com

Editor-in-Chief

Mexico-Brazil (remote)

November 2022 – October 2025

- Managing an international editorial team (Mexico and Brazil) of journalists and content creators for Filmelier.com, a website specializing in cinema & streaming.
- Establishing SEO content strategy, style and editorial guidelines and supervising compliance across three versions of the website (Brazil, LatAm, Worldwide)
- Planning a weekly editorial calendar for content creation across all platforms and formats: lists, news articles, film reviews, social media videos, weekly releases. Contacting agencies and distributors for editorial content opportunities.
- Writing and translating content (Spanish, English, Portuguese) about movies and TV series: news, reviews, interviews, lists.

Filmelier.com

Editor

Mexico (remote)

August 2018 – October 2022

- Planning, writing, editing, curating and translating (Portuguese-Spanish) content for the LatAm version of the website: lists, news, articles, reviews and interviews.
- Achievements: Launch of the Filmelier News section in May 2021. SEO positioning of articles with most web traffic, increasing pages per session (by 40%), average session duration (by 20%), rebound rate (-21%).

Film Club Café

Blog editor and SEO consultant

Mexico

April 2024 – Current

- SEO strategy, blog content writing and editing for the website of Film Club Café, a local, indie film exhibitor.
- Achievements: 400% website traffic growth within the first 9 months since blog launch.

Volunteer presenter and programmer

January 2023 – Current

- Presenting and moderating special screenings, programming movies in collaboration with the founder and lead programmer

1021 Creative
Content Analyst

Online
January-December 2020

- Evaluation of film recommender algorithm for a project of the agency 1021 Creative (whose clients include Apple, Amazon, YouTube, among others)

EMPIRE en español magazine
Web editor and contributing critic

Mexico
2019

- Planning and writing SEO articles for the website of EMPIRE magazine's Mexican edition. Contributing reviews and articles for the print edition.
- Achievements: 20% growth on visitors and 18% increase in unique users YTY, achieved in only 10 months.

Skills & Interests

Technical: SEO Positioning, Wordpress and CMS, Photoshop and Canva, Google Docs, Google Search Console and Google Trends, SEMrush, copywriting, video editing for social media

Languages: Spanish and English (native), Portuguese (advanced), French and Japanese (basic)

Interests: Movies and TV series, classic videogames, concerts, dogs, analogue and instant photography