

# Jose Lopez-Bribiesca, M.A.

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Bilingual content creator (English and Spanish) specializing in digital marketing, with more than 10 years' work experience in the United States and Mexico. Seeking to continue making an impact in the marketing, corporate communications and e-business fields.

## Professional Experience

### Marketing and Content Coordinator, *Amstar DMC*

February 2017 – present

Coordinate English content for the marketing team at Amstar Destination Management Company, one of Cancun's most prestigious places to work, with operations throughout Mexico, Costa Rica, Jamaica, Dominican Republic and Hawaii.

Manage a content catalog of more than 600 products and localize them for several markets across the world to reach e-business goals.

Create Search Engine Optimized (SEO) content for the company's blog and online descriptions of vacation experiences.

Use agile methods to overhaul the entire Amstar website with Adobe Experience Manager, for a more modern user experience.

Plan videos, scripts and promotional materials to reach the company's marketing and communication goals.

### Content Manager, *AquaWorld Cancun*

October 2016 – February 2017

Support the financial goals of AquaWorld's e-business team by creating content with greater SEO, to attract more customers who will enjoy the diverse water activities the company offers.

Create attractive copy in English and Spanish for social media campaigns, teaming up with the community manager and the designer to properly grab the attention of each market.

Write newsletters and press releases to update the public and media about AquaWorld's latest news and events.

Work to update CRM templates, as well as assist the creation of Facebook and AdWords campaigns.

### Managing Editor, *La Prensa Libre*

September 2012 – September 2016

Lead production of the premiere Spanish-language weekly newspaper in Northwest Arkansas, ranking No. 1 as the company's most read weekly online (out of 8) since September 2015, according to our use of Google Analytics.

Community management – in charge of running the newspaper's Facebook Twitter feeds, where engagement rose more than 600% during my tenure, more than 2/3 of that growth occurring since April 2015.

Update *La Prensa Libre's* online presence on our WordPress website, revamping editorial content and presenting it digitally in an appealing and professional manner.

Lead monthly meetings to gather meaningful input and insight from colleagues in leadership roles within the newspaper, to create a better product for our readers and customers.

Operate at a healthy profit every single month of my editorship, with operating profits increasing 300% in one year.

### Teaching Assistant, *University of Arkansas*

January 2010 – August 2012

Instructor of 1000-level Fundamentals of Journalism and 2000-level News Reporting I to undergraduates.

Consistently rated highly by staff and students.

Top students successfully began their careers in media outlets like NPR, Cumulus Broadcasting, *The Arkansas Democrat-Gazette*, NBC and CBS affiliates; as well as prestigious companies such as Saatchi & Saatchi X and Walmart.

Received an EMMY® Award for the documentary "Mountain Man" (<https://youtu.be/vlBThyMy8mc>).

### Intern and Freelance Reporter, *The Orlando Sentinel*

October 2008 – June 2009

Report on various themes of interest to the Hispanic community in Central Florida, from politics and immigration to entertainment features, primarily for the Spanish weekly *El Sentinel de Orlando*.

### Sales Representative, *The Arkansas Traveler*

August 2007 – May 2008

Break records by selling advertising for the newspaper *The Arkansas Traveler* to several organizations around the area.

## Education

Bachelor of Arts – University of Arkansas

May 2008

Master of Arts – University of Arkansas

August 2012

Inbound Marketing (certification) – HubSpot Academy

November 2016

Google Analytics (certification) – Google Analytics Academy

May 2018

References available upon request.