

María de Lourdes Alvarez Ramírez

EDITORIAL CONTENT SPECIALIST & CORPORATE COMMUNICATIONS

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Editorial Content Specialist with experience across international agencies, digital media, and cultural projects. Skilled in SEO-driven editorial and corporate communications content for technology, energy, and cultural clients.

PROFESSIONAL EXPERIENCE

Editorial Content Specialist | Annie Bonnie | May 2025 – Present

Editorial, SEO, and corporate communications content for clients including Kyocera, Moeve, and IFEMA Madrid.

Communications and Content | Alexandreia | March 2025 – Present

Editorial communications and digital content for cultural projects and reading clubs in the association.

Account Assistant | Porter Novelli Mexico | July 2021 – September 2023

Communications and content for Microsoft, Xerox, Kellogg's, and Mars.

EDUCATION

Master's Degree in Contemporary Culture | UCM · 2023 – 2024

Bachelor's Degree in Communication Sciences | Universidad Anáhuac México · 2016 – 2020

TOOLS

WordPress · Mailchimp · Meta Business Suite · Canva · Adobe Creative Suite · Editorial SEO

LANGUAGES

Spanish native · English C2 · French B1