



MARIA MATEU

Web Content & CMS Specialist (WordPress) | Digital Platform Support

PROFESSIONAL EXPERIENCE

Web Content & CMS Support | [Educate Magis](#)

Remote (Galway-Ireland) | Aug 2023 – Present

- Updated and maintained WordPress pages, menus, forms and content structure for an international education platform.
- Organized and improved educational content and information architecture to support usability and UX.
- Created visual and communication assets (presentations, infographics, digital materials) for a global community of educators.
- Collaborated with content, strategy and development teams in a remote, cross-functional environment.

Web Content & Digital Communication Specialist – [Elion S.A](#)

Barcelona, Spain | Jun 2016 – Dec 2021

- Maintained and updated the corporate WordPress website (CMS, news, product database and pages).
- Built and managed email newsletters and campaigns using Mailchimp and basic HTML/CSS.
- Created and updated digital communication materials (presentations, flyers, banners, catalogs) for B2B campaigns.
- Supported website redesigns and improved content structure, usability and on-page SEO (Yoast).
- Worked closely with marketing, sales and technical teams to ensure consistent messaging and content quality across channels.

FREELANCE WEB CONTENT & WORDPRESS PROJECTS

Europe & USA | 2011 – Present

[Mumshorizon – Web Content & Digital Platform \(Community platform project\) – 2025 – Present](#)

- Built and maintained a WordPress website using Divi, including page structure, navigation, blog and landing pages.
- Implemented and managed key WordPress plugins and integrations: Rank Math SEO, Polylang (multilingual), Site Kit (Google Analytics), GDPR compliance, WP Mail SMTP, security and performance tools.
- Created and published blog content, newsletters and digital resources for an international community.
- Set up lead generation flows (free guide landing pages + email integration) and user interaction tools (forms, Calendly, Amazon affiliates).

CONTACT

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Valencia, Spain (Relocation: Basel/Freiburg/Strasbourg))

Web Content & CMS Specialist (WordPress) with 8+ years of experience supporting international teams through website content management, CMS updates, newsletters and digital communication. Strong background in content structure, UX-oriented layouts, on-page SEO (Yoast & Rank Math) and hands-on experience with WordPress, Mailchimp, MailerLite and basic HTML/CSS in remote, cross-functional environments.

UNIVERSITY CERTIFICATIONS

Master's Degree in Digital Media & Design

IDEP Barcelona – Universitat Abat Oliba CEU (2015–2016)

Master's Degree in Web Management & Applications

CEI Design & Marketing, Valencia (2012–2013)

Bachelor's Degree in Graphic Design

Polytechnic University of Valencia (2005–2010)

Exchange program: University of Leeds, UK (2008–2009)

LANGUAGES

Spanish & Catalan (Native)

English (C1, Professional proficiency)

French (B1, Intermediate)

German (A2-B1, Pre-intermediate)

SKILLS

Web & WordPress

- WordPress (CMS updates, pages, blog, content structure)
- WooCommerce & Shopify (content and product pages)
- HTML/CSS (basic editing)
- Mailchimp, MailerLite (newsletters)

Content & Digital Communication

- Website content updates
- Content structuring & UX support
- On-page SEO (Yoast)
- Visual and editorial consistency

Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
- Figma, Canva
- Google Analytics (basic)

Soft Skills

Soft skills: Detail-oriented · Organized · Reliable · Proactive · Multicultural collaboration

COURSES & PROFESSIONAL GROWTH

WooCommerce & WordPress Course
2022 - Domestika.org | online (1 month)

Digital Marketing + AI program
2025 - ISDI (Impact Hub) | 150 hours

English language course C1
2012 - 2013 - EOI Official school of languages | Gandia, Spain (9 months)

French Course A2-B1
2021 - ALFAP, Association Apprendre le Français avec Plaisir | Orsay, France (6 months)

Intensive German Course B1
2013 - 2014, Henke Schulungen gGmbH Academy | Stuttgart, Germany (7 months)

- Set up and managed MailerLite for newsletter campaigns and lead generation.
- Designed and launched lead capture landing pages (free guide) integrated with email marketing.
- Integrated Calendly and contact forms to support user interaction and community support.
- Manage ongoing content updates, UX improvements and platform maintenance.

Leafytots – E-commerce Website & Content Management 2024

- Built and launched a Shopify e-commerce website, including product pages, collections, content and visual structure.
- Created and managed product content, descriptions, images and stock information.
- Set up and managed Instagram content and basic social media presence for the brand.
- Designed and maintained brand assets and digital content for online sales.
- Coordinated the migration from Shopify to WordPress, ensuring the same design, content and structure were preserved.
- Delivered a fully functional WordPress e-commerce website ready for content updates and growth.

ADDITIONAL WEB & DIGITAL CONTENT EXPERIENCE

Design Agencies & Digital Content (2012 – 2017)

Saatchi & Saatchi · Festina Group · Nice Mondays

- Supported website content, landing pages and digital assets for international brands.
- Ensured visual and content consistency across platforms and contributed to UX and layout improvements.

Volunteer Web Management | Healing Ribbons Ltd

2012 - 2013 | Florida, USA (Remote)

- Updated website content and product database via WordPress.
- Edited images and digital materials to support online communication.
- **Alquería de la Comtessa City Council (2017)** – Public website + information architecture.
- **Bulb Center (2016)** – Newsletter campaigns (Mailchimp) + digital assets.
- **Ecoavant (2021)** – Digital content support for an environmental online newspaper.

INTERNATIONAL & CUSTOMER-FACING EXPERIENCE

International Customer Service – Stuttgart, Germany

TeRes Textilreinigung GmbH | Stuttgart, Germany (2014-2015)

- Provided multilingual customer support in a high-volume international environment (US military base).
- Handled daily customer interactions, payments and service coordination.
- Developed strong communication, reliability and problem-solving skills in a mult