

Raquel Villarreal

A content strategist specializing in editorial management since 2008. Consistently successful at conceptualizing, developing and implementing strategies that increase traffic and engagement, while enhancing organizational processes and efficiency.

Raquel Villarreal

EXPERIENCE

International Marketing Manager, LATAM

Turnitin

Mexico City, Mexico



Feb. 2016 – Present

- Built an events strategy to drive brand awareness in key Latin American countries, which include México, Chile, Costa Rica, Colombia, Ecuador, Argentina, Perú, Dominican Republic, Puerto Rico, Panama, Guatemala, Honduras, and more. Strategy scaled and was replicated by colleagues in other regions worldwide.
- Crafted a content strategy across multiple Turnitin products and platforms, in Spanish, Portuguese and English. Guided the development of two new website launches.
- Managed team of event planners, public relations consultants, writers, editors, producers and designers who craft and edit case studies, white papers, webinars, infographics, blog posts, videos, content tailored for social media, and more.

Director, Content

SABEResPODER

Los Angeles, CA



Sept. 2014 – Aug. 2015

- Grew online audience from zero to more than 100k total unique users (700k cumulative page views) over a 6-month span.
- Crafted editorial strategy, developed content across print, video and mobile platforms, and optimized production for search engines as well as social media.
- Managed community of freelance writers, scriptwriters, motion graphics animators, and video producers.

Content Manager, International

Leaf Group (formerly Demand Media)

Santa Monica, CA



Sept. 2011 – Aug. 2014

- Conceptualized the editorial strategy and executed content production for Leaf Group's international websites, notably eHow en Español and LIVESTRONG.COM en Español. Traffic grew from zero to more than 50 million unique users and 280 million page views/month within 3 years.
- Translated and edited content for the web and mobile user interfaces, including legal and marketing collateral.
- Supervised translators to ensure quality of translations at a rate of 20k translated articles per month.
- Wrote, edited and maintained localization, voice and style guidelines.
- Supported business development, sales, product and engineering initiatives related to international/foreign language content.

Editor, Partner Content

Leaf Group (formerly Demand Media)

Austin, TX



Sept. 2009 – Aug. 2011

- Business grew to \$1 million valuation within 3 years, with a dozen client content projects running at any given time.
- Assisted in the creation of a content strategy for Leaf Group's content partners, such as *National Geographic*, *USA Today*, *Houston Chronicle*, *Salon.com* and others.
- Understood the needs of a site's audience, and used Leaf Group's proprietary title mining algorithms to produce the right kind of content for each site.
- Acted as a liaison between product developers, taxonomists, and editors.



CONTACT

+1 (512) 922-5345

hello@raquelvillarreal.com

EDUCATION

- University of Texas at Austin
- Multimedia Journalism, BA
- Cumulative GPA: 3.6

STRENGTHS

- International Expansion
- Content & Communications
- Editorial Strategy
- Social Media
- Community Management
- UX/UI
- Video Production
- Content Curation

APPLICATIONS

- Salesforce & Pardot
- Google Analytics
- Photoshop
- InDesign
- Illustrator
- Wordpress
- CMS Systems
- JIRA/Trello/Asana
- Excel

TECHNICAL SKILLS

- Editing
- Writing
- SEO/SMO
- HTML
- CSS

PORTFOLIO

International Content Strategy



CHALLENGE

Translate high-performing content from eHow into multiple languages, taking into account cultural relevance, audience data and seasonality.



CONTACT

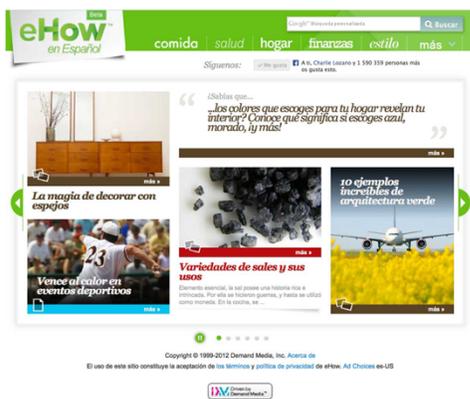
(512) 922-5345

hello@raquelvillarreal.com



SOLUTION

Built an evaluation system that analyzed 3 million titles, determining whether a topic applied to target demographic. This data was used to develop editorial guidelines, hire experts and set up translation standards.



RESULT

eHow en Español published 500,000 pieces of content and attracted more than 50 million unique users per month within 3 years.

PORTFOLIO

Content Strategy for Brands



CHALLENGE

Create content at scale for publishers to attract new audiences while upholding each brand's editorial integrity.

SOLUTION

Devised a replicable, scalable workflow that could be applied to any partner by establishing freelancer guidelines and creating taxonomies capable of including thousands of pieces of content for each vertical.

RESULT

Business grew to a \$1 million valuation within 3 years, with more than a dozen content projects running at any given time.



CONTACT

(512) 922-5345

hello@raquelvillarreal.com

PORTFOLIO

U.S. Hispanic Content Strategy



CHALLENGE

Curate content targeting U.S. Hispanic readers interested in fitness and nutrition for new website, *LIVESTRONG.COM en Español*.



CONTACT

(512) 922-5345

hello@raquelvillarreal.com



SOLUTION

Prioritized culturally-relevant content using bicultural background, reader data and audience history.



RESULT

LIVESTRONG.COM en Español reached 1 million visitors per month within 1 year. It has now become a premier destination site for U.S. Hispanics interested in health and fitness.

PORTFOLIO

Social Media Optimization

Hoy cumple 44 años Chayanne! Compartimos el video "Atado a tu amor": <http://to.ehow.com/MZUpn8>

En esta galería de fotos de contamos cómo vestirse para ir a un concierto: <http://to.ehow.com/NFzp2c>

¿Cuál es tu canción favorita de este artista?



eHow en Español
July 16

Shakespeare una vez escribió: "¿Qué hay en un nombre? Aquello que llamamos rosa no olería tan dulce con otro nombre". ¿Si no fuera rosa, qué nombre le pondrías a esta flor?

Considera estos tips sobre conservar y cultivar esta maravillosa planta: <http://to.ehow.com/NrUDUT>

¡Feliz lunes!

Like · Comment · Share

22,361 people like this

View all 4,435 comments

Write a comment...

482,048 people reached



eHow en Español
Yesterday

Hoy cumple 70 años la escritora chilena Isabel Allende. Sus obras han sido traducidas a 35 idiomas y se la considera la escritora viva de lengua española más leída del mundo.

Sus exitosas novelas La casa de los espíritus y De amor y de sombras han sido llevadas al cine.

¿Has leído alguna de sus obras?



eHow en Español
August 12

¿Sabías que a los labradores y golden retrievers les gusta nadar? Estas razas son conocidas por su inteligencia, energía y buen carácter, especialmente con los niños. Conoce más sobre estos adorables perritos: <http://to.ehow.com/P75iF>

¿Crees que tu mascota es inteligente? ¿Cómo lo has comprobado?



Like · Comment · Share

10,765 people like this

View all 1,823 comments

Write a comment...

546,432 people saw this post

CHALLENGE

Build the social media presence of eHow en Español, with the intent of creating brand awareness and diversifying sources of traffic to the web property.

SOLUTION

Created a curation strategy that consisted of programming interesting facts, timely news and general-interest How To/DIY content. Engaged the community and built trust through culturally-relevant selections.

RESULT

eHow en Español's Facebook fanpage grew to more than 1.5 million fans and overindexed in engagement metrics.



CONTACT

(512) 922-5345

hello@raquelvillarreal.com

THANK YOU

www.raquelvillarreal.com