Jonathan Salguero

Content Management & Inbound Marketing Pro

Over 5 years of proven experience working in the *digital industry*, delivering strategies to boost user engagement in content experience platforms to *drive better monetization opportunities*, following industry standard KPIs, regularly working with Engineering Teams to regionally *deploy product upgrades* and *coordinating multi-disciplinary outsourced teams* focused on achieving SLAs by performing Editorial Curation / Production, Social Media & SEO management, etc.

Professional experience

Microsoft **2017 / 2020**

Content PM for Microsoft News

Editorial team coordination
-Designed the workflow of a strategic content department (headcount: 5) to *optimize lead generation campaigns*, *user growth* strategies and *content creation*.
-Developed a broad and consistent nurture program to let new hired *editors train themselves in two weeks* thanks to a didactic guide and skils test, as well as keeping constant quality assurance diagnosis.

MSN Mexico Audience Acquisition Lead
-Maintained and optimized user growth tactics, mainly on organic channels such as Search, Social Media, 1st party and 3rd party properties. My analytical work served to improve content programming, boosting visits, which *led to a YoY unique user growth of over 2M.*
-Worked alongside the mobile dev team and a Huawei's point of contact to upload the MSFT News App to their AppGallery. which *helped plow the field for latter global partnership.*

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Contact details

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Skillset

Content management

SEO & SEM

Strategic planning

B2B optimization

Excel

Data analytics

SQL
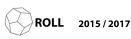
MSN Latam market lead
Managed the Microsoft News content experiences for ES-XL, a cluster of Central and South American markets, with strong presence among users based in Ecuador, Panama, Costa Rica, Dominican Republic and Guatemala. This role mainly consisted on three workflows:
A) *Coordinate the editorial team* (headcount: 3) to keep serving the best content to users.
B) Work with engineering teams to *deploy and localize new product features.*
C) Keep a *healthy return of investment* for the market thanks to consistency in user growth and engagement tactics.

ROLL   2015 / 2017

Jr Editor for Microsoft News

MSN Spanish markets editor
Worked as a general editor for the Microsoft News content sites serving users in various Spanish countries: Mexico / Argentina Colombia / US Hispanics / Spain / Chile / Latam / Peru

The basis of the job was *keeping the sites up to date with a blend of hard news and evergren content to reach engagement goals* so revenue streams kept a stable and profitable product.

Education

Tecnológico de Monterrey   2020 / 2021

Data Analytics Boot Camp
Six months course to learn the specifics of Data Management, including: intermediate usage of *Excel, SQL and Python* programming, as well as *Machine Learning* basics.

Escuela de Periodismo Carlos Septién García   2009 / 2012

Bachelor's Degree on Journalism
Four years carreer on *communication, writing and editing skills* formation with highly experienced teachers in one of the most recognized journalism schools in Mexico City.

Languages

Spanish

Si bien se trata de mi lengua materna, he refinado mis capacidades de comunicación verbales y escritas *gracias a mis estudios profesionales y afición por la literatura*; lo que me permite transmitir ideas en un *lenguaje adaptado al interlocutor*.

English

I'm fluent thanks to school since *I attended a bilingual college* as a child.
I kept learning at classes and by reading at home. Then I worked for Microsoft and *developed a business wise usage* of it.

French

J'aime tellement les défis que j'ai étudié le français pour *élargir ma vision du monde et développer* mes compétences.

Dans 2019, *j'ai étudie français à temps partiel à BLI Canada, au Montréal*, pendant deux mois.