



MANUEL SIERRA-ALONSO

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Steuernummer: 1114/533/02724

EDUCATION

COMMUNICATION BACHELOR'S

2004 – 2007

UBA University

Buenos Aires, Argentina

ENGLISH LITERATURE

2010 – 2013

Iain Anderson IB English Professor

Buenos Aires, Argentina

LITERATURE STORYTELLING

2011

Samanta Schwebeling

Buenos Aires, Argentina

LANGUAGES

Spanish: C.2 Mother Tongue

English: C.1 Bilingual

German: A.2

Portuguese: B1

French: A2

Latin: General Knowledge

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KEY SKILLS

SEO | JOURNALISM | LOCALIZATION |

PROJECT MANAGEMENT | UX/UI

RESEARCH | CREATIVE WRITING |

MS OFFICE BUNDLE |

VIDEO RECORDING & EDITING |

SOUND RECORDING & EDITING |

PHOTOSHOP – PREMIERE – AUDITION |

[LinkedIn](#) - [Portfolio](#) – [Lado|B|erlin](#)

CAREER SUMMARY

Media Relations and Communications professional, passionate about culture in general and literature with a broad experience in **Media** as **Content Management**.

Strong background in **Content and Localization in Marketing B2B** for local and regional campaigns in Latin America and Europe.

Journalist for online media and radio such as Deutsche Welle, BBC News and The Bubble among others.

EXPERIENCIE

FREELANCE JOURNALIST

2010 – Present

Buenos Aires, Argentina / Berlin, Germany

Writing, informing and communicating about the crucial aspects of the social life and the impact they have. Research and establishing connections with relevant sources and several media outlets.

FREELANCE TRANSLATOR & COPYWRITER

2008 – Present

Buenos Aires, Argentina / Berlin, Germany

As a freelance translator & Copywriter I have worked with several companies from the US, Europe and the Middle-East helping them to introduce their services into the Latin American Continent.

CEO & FOUNDER - [LADO|B|ERLIN](#)

2017 – Present

Berlin, Germany

The first magazine to focus on Latin American culture and arts in Berlin. Berliners love Latin American culture but every day, they miss events, exhibitions, parties and more, just because they don't have access to relevant information in English. Lado|B|erlin comes to end that.

- In the first month, we surpass our engagement goals, and so, our daily hit count.
- Higher conversion rates every month.
- Unifying the Latin American Community into one space and connecting it with Berlin.

EDITOR-IN-CHIEF & CO-FOUNDER - [PAPERHIVE MAGAZINE](#)

2016 -

Berlin, Germany

Increased the click flow into the main platform plus acknowledging and engaging the **scientific community** in **new developments** and **technologies** by creating, maintaining, editing and overseeing the editor's content and work.

CEO/Co-Founder – [Marmann Contenidos](#)

2014-2016

Buenos Aires, Argentina

Marmann Contenidos provided several companies in Latin America with Content Editing-Creating, Translation, Proofreading and Localization services in English, Spanish and Portuguese.

- Established long lasting partnerships with Marketing Agencies and Multinational Companies
- Successfully increased engagement for Latin American users between 2014/2016
- Managed a group between 10-15 translators and content editors for English, Spanish and Portuguese markets

English/Spanish Copywriter and Localizer – [McCann Worldgroup](#)

2012 – 2013

Buenos Aires, Argentina

World well-known brand development and product innovation company with offices in every continent. Participated in the founding of the department in 2012 in order to supply MRM clients with an increase of clientele in Latin America and Hispanic USA.

- Localization for Latin America
- Creating engaging Content
- Translation English > Spanish