

LEO MENDOZA

Content Manager & Content Strategist | Writer & Editor | Bilingual (EN/ES)

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PROFESSIONAL SUMMARY

Bilingual (English C2 / Spanish native) content manager and strategist with 8+ years operating on both sides of content work: owning the calendar, the team, and the metrics, and personally writing and editing the material that goes out under a brand's name. I currently manage content and a small creative team for a B2B consulting firm, owning the editorial calendar, producing video and motion graphics myself in Premiere Pro, After Effects, and DaVinci Resolve, and ghostwriting long-form articles and LinkedIn thought leadership for the CEO; I also write and produce short-form video for TikTok, YouTube Shorts, Instagram, and LinkedIn, a presence I launched from zero. That work grew LinkedIn Newsletter engagement from a 3-5% baseline to 12-18%, and one feature reached 40,000 organic impressions and sparked a public debate in the comments defending its substance.

Before that, I spent nearly five years writing and editing 20+ scripts a month, some running up to 8,000 words, for YouTube channels reaching millions of weekly viewers, sustaining a 100% factual-accuracy rate while engineering pacing that held audience retention across the full length. I also served as relief editor for other writers, developing a sharp, specific instinct for the moment AI-generated or rushed writing quietly goes flat — technically correct but missing the thing that makes it worth reading — and the judgment to rebuild it into something original. Earlier still, I wrote and managed content across multiple concurrent client brands at once (a sports media platform, a professional soccer club, a national news agency), switching tone and voice for each while adapting daily to shifting formats and deadlines.

I use ChatGPT and Claude daily as part of my writing and editing process, and I've engineered custom AI workflows to accelerate research and self-audit drafts for accuracy and flow, without letting the tools flatten the final voice. I bring that same combination — strategic ownership of a content operation and the hands-on craft to write and edit the content itself — to any team that needs both.

CORE COMPETENCIES

Strategy & Operations: Content Calendar & Editorial Governance • Team Leadership & Cross-Functional Coordination • Performance Reporting & KPI Tracking • Brand Voice Consistency Across Writers & Formats • EOS Familiarity

Writing & Editing: Ghostwriting & Executive Voice Matching • Long-Form Content & Narrative Structure • Short-Form Video Scriptwriting (TikTok, Shorts, Social) • Multi-Brand Voice & Tone Adaptation • Editing, Proofreading & AI-Drift Detection • SEO Content & Copywriting

Production & Tools: AI-Assisted Drafting & Editing (ChatGPT, Claude, Gemini) • Video Editing & Motion Graphics (Premiere Pro, After Effects, DaVinci Resolve) • Graphic & Editorial Design (Photoshop, InDesign) • Project Management Tools (Slack, Notion, Trello, Airtable) • Bilingual Communication (EN/ES)

PROFESSIONAL EXPERIENCE

Content Manager | Toll International LLC (New York, NY)

Dec 2025 - Present • Remote | Part-time

- Own the editorial calendar and content governance across articles, scripts, email, and video for a firm serving major infrastructure clients (Port Authority of NY & NJ, MTA, NY Power Authority), personally editing every piece for brand voice, accuracy, and consistency before it reaches stakeholders.
- Manage a small team's video and visual execution, personally producing content in Premiere Pro, After Effects, and DaVinci Resolve, so creative direction comes from hands-on craft.
- Ghostwrite articles and LinkedIn posts for the CEO, translating executive perspective and complex technical subject matter into polished, publish-ready thought leadership; one feature on a stalled \$3B infrastructure project reached 40,000 organic impressions and sparked a public debate in the comments.
- Write and produce short-form video scripts for TikTok, YouTube Shorts, Instagram, and LinkedIn, launching that presence from zero.
- Grew LinkedIn Newsletter engagement from a 3-5% baseline to 12-18% by rebuilding content strategy around what actually earned attention, and report performance metrics to leadership.
- Draft with ChatGPT and Claude to accelerate research and first drafts, then apply hands-on editing to bring output to a consistent, publish-ready standard.
- Conduct structured interviews with placed consultants and translate findings into content and process improvements.
- Execute content initiatives within the company's EOS operating rhythm, working against quarterly goals and performance benchmarks.

Script Writer | Palindromo Studio (Guadalajara, Jalisco, Mexico)

Oct 2021 - Jul 2026 • Remote | Full-time

- Wrote and produced 20+ scripts monthly, some running up to 8,000 words, engineering pacing and structure to sustain audience retention across the full length, for YouTube channels reaching millions of weekly viewers, including one script that reached 6.5 million views.
- Sustained a 100% factual-accuracy rate across nearly five years of production through rigorous historical research paired with cinematic narrative structure.

- Served as relief editor for fellow writers, reviewing scripts for AI-generated drift (formulaic phrasing, flattened structure, generic constructions) and coaching writers to reclaim original voice before scripts reached production.
- Engineered custom ChatGPT workflows to structure research, accelerate drafting, and self-audit for accuracy and flow, compressing turnaround time while sustaining high monthly output under tight weekly deadlines.
- Identified a decline in channel performance, then assembled and led a 5-person cross-functional team (designers, editors, motion designers, writers) to rebuild the content format under a stronger creative and quality standard; a scaled-down version was adopted channel-wide.

Content & Social Media Coordinator | Spacio Carpintería Residencial (Morelia, Mexico)

Sep 2020 – Oct 2021

- Managed content, social media, and website updates for a family-owned carpentry and interior design firm, writing copy and coordinating publishing across channels.

Professor, Motion Graphics Production I & II | Universidad Latina de América (Morelia, Mexico)

Aug 2018 – Dec 2021 · Adjunct

- Taught industry-standard animation and video production workflows, coaching students through structuring story arcs for animated shorts and infographics.

Founder & Audiovisual Producer | Lightbox Photography (Morelia, Mexico)

Jun 2015 – Oct 2021 · Freelance

- Founded and ran a freelance multimedia production business, serving as lead photographer, videographer, editor, and business manager for weddings, social events, and commercial/documentary projects.

Content Writer | Knotion (Morelia, Mexico)

Apr 2017 – Apr 2020

- Created educational content for children ages 6–15 across 10+ formats, including video scripts, animation, video games, augmented reality experiences, and print and digital publications, adapting tone and complexity across grade levels.
- Contributed to an award-winning educational platform recognized for innovative interactive content.

Community Manager & Content Creator | Grupo Nuú (Morelia, Mexico)

Nov 2015 – Apr 2017

- Wrote and published weekly content across multiple concurrent client accounts, including a sports media platform, a Liga MX soccer club, and the Mexican branch of international news agency EFE, maintaining a distinct brand voice for each.
- Conceptualized and pitched 30+ video advertising campaigns for brand clients, on time and within budget, writing scripts for commercial productions and social content.
- Worked in a lean, fast-paced environment where responsibilities and formats shifted daily without warning, requiring constant adaptability across projects and deadlines.

Editorial Designer | Silla Vacía Editorial (Morelia, Mexico)

May 2014 – Present · Freelance

- Designed 40+ outsourced publications (books, magazines, print materials) in Adobe InDesign and Photoshop, including illustration, cover design, layout, and prepress.

EDUCATION

Bachelor's Degree, Communication & Media Studies — Universidad Latina de América, Morelia, Michoacán | 2011–2015

High School Diploma — Romeoville High School, Romeoville, IL, USA | 2005–2009

CERTIFICATIONS

EF SET English Certificate — 87/100 (C2 Proficient)

LinkedIn Learning — SEO Foundations; Motion Graphics & Animation Foundations

LANGUAGES

Spanish — Native | English — C2 / Bilingual (U.S.-educated)