



CONTACT

mariamateu16@gmail.com
+34 676 568 698
maria.mumshorizon.com
linkedin.com/in/mateu-maria
Based in Spain - Remote - Open to relocate

CORE SKILLS

Email production: Mailchimp, HTML/CSS, newsletter layouts, campaign deployment

UI/UX: wireframes, mockups, UI components, page structure, user journeys

Web implementation: WordPress/Divi, page updates, content implementation, WooCommerce, Shopify

Visual communication: infographics, PDFs, icons, presentations, digital and print assets

Content support: content adaptation, web content implementation, EN-ES translation, AI-assisted workflows

Tools: Figma, Adobe Suite, Canva, MailerLite, GA4, Rank Math, Yoast

LANGUAGES

Spanish & Catalan
Native

English
C1 · Professional

French
B1 · Intermediate

German
A2 · Basic

EDUCATION

MSc Digital Media & Design
IDEP Barcelona / UAO CEU · 2016

MSc Web Management & Apps
CEI Design & Marketing · 2013

BSc Graphic Design (Fine Arts)
Polytechnic Univ. Valencia · 2010

Exchange: Univ. of Leeds, UK
2009

RECENT TRAINING

Digital Marketing + AI
ISDI (Impact Hub) · 2025 · 150h

AI Automation & Video Generation
Business Jump · 2025 · 50h

Digital Marketing
School of Unicas · 2023 · 200h

WooCommerce & WordPress
Domestika · 2022

Maria Mateu

DIGITAL MARKETING DESIGNER | Campaign Production

Email · UI/UX · Web · Visual Communication

PROFILE

Digital Marketing Designer with 10+ years of experience supporting digital campaign delivery across email, web and visual communication. Builds and codes Mailchimp newsletters in HTML/CSS, creates landing pages and UI components, implements WordPress pages and produces campaign assets from approved briefs and available content.

Experienced working remotely with international and multilingual teams. Combines practical production skills with UI/UX thinking, visual consistency and attention to detail. Uses AI-assisted workflows to support content adaptation, visual exploration and design production, with human review and stakeholder approval.

EXPERIENCE

Educate Magis

Digital Marketing Designer (UI/UX & Visual)

Remote · Ireland | 2023 – Present

- Design and code email newsletters in Mailchimp using HTML/CSS, including layout, visual assets and deployment.
- Design web pages, landing pages, UI components, forms and navigation flows based on approved briefs and available content.
- Create logos, icons, infographics, PDFs and campaign materials aligned with established brand guidelines.
- Produce wireframes and mock-ups for website and platform improvements; conduct visual and competitor research to inform design decisions.
- Collaborate with content, strategy and technical colleagues to turn approved material into usable digital deliverables.
- Use AI-assisted tools to support content adaptation, visual exploration and design-production workflows, with human review and stakeholder approval.

Mumshorizon

Founder, Digital Platform, Content & Digital Delivery

Remote · Spain | Sep 2025 – Present

- Designed and built the brand identity and WordPress/Divi platform for an early-stage resource hub for single expatriate mothers.
- Created the site structure, landing pages, resource pages, forms and downloadable resources.
- Set up the newsletter structure, GDPR/cookie-consent requirements, GA4 and on-page SEO foundations.
- Developed an early-stage content and user-journey framework; the platform is currently in validation.
- Maintain and improve the site's content, structure and user experience.

Elion S.A.

Digital Marketing Designer — Web, Email & Visual Communications

Barcelona, Spain | Jun 2016 – Dec 2021

- Managed and updated the corporate WordPress website, page structure and web content.
- Built and managed email newsletters and campaign layouts in Mailchimp using HTML/CSS.
- Created digital assets supporting B2B marketing and international communications.
- Supported content consistency, visual quality and UX across digital platforms.
- Adapted and translated content between English and Spanish when required.

LeafyTots

E-commerce & Digital Platform Designer

Remote · Spain | Aug 2023 – Aug 2024

- Designed the full brand identity, including logo, icons, visual style and social media assets.
- Built and launched a Shopify e-commerce website, including product pages, site structure and content implementation.
- Managed product descriptions, images and stock information.
- Created and managed Instagram content and basic brand communications.
- Coordinated the migration from Shopify to WordPress while preserving content and design.

International Agencies - Saatchi & Saatchi · Festina Group · Nice Mondays

Graphic & Digital Designer (Internship, part-time)

Barcelona, Spain | Oct 2015 – Jul 2017

- Supported website content, landing pages and digital assets for international brands.
- Ensured visual and content consistency across platforms.
- Collaborated with UX, content and marketing teams on digital campaigns and web experiences.

Healing Ribbons Ltd

Volunteer Web Content Manager

Remote · Florida, USA | Jul 2012 – Sep 2013

- Managed WordPress website content and product database.
- Updated digital materials for fundraising and communication.
- Supported web structure and usability for mission-driven content.

ADDITIONAL PROJECTS

Selected international clients — email campaigns, banners, branding and digital assets:

- Bulb Center** (USA, 2016) — Newsletter campaigns and digital banners for a US e-commerce brand.
- Cash Panda** (UK, 2016) — Email newsletters, banners, postcards and branding for a London-based fintech.
- Bosch GmbH** (Germany, 2014) — Product marketing flyers and materials on demand.
- Alquería de la Comtessa Council** (Spain, 2017) — Designed and coded the official town hall website.