

# Morgan Mansour

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Hamburg, Germany

## ▀ Experience

### Freelance Content Designer & Media Educator

Are.na, et al. | Hamburg/Remote, 07.2020 – present

- Designed information architecture of FAQ & how-to pages and wrote & revised copy for user support documentation
- Planned & led computational arts courses for young learners, and provided educational support for an online community of professional designers learning to code
- Performed keyword research & localization of marketing content with strategic implementation in WordPress
- Combined technical & editorial skills to code frontend prototypes and propose mobile-first UI redesigns

### SEO Content Manager

Babbel | Berlin/Remote, 02.2022 – 06.2022

- Led project management of content production with external freelancers focused on translation and localization
- Shaped content strategy for B2B blog in collaboration with technical SEO & CRO manager

### Writer & Editor

Statista | Hamburg/Remote, 09.2019 – 07.2020

- Boosted SEO with B2B copywriting on data visualizations and raised traffic on key industry subpages with essay-length introduction content
- Initiated collaborative content strategy for most-viewed energy statistics while coaching researchers on style guide and journalistic prose writing

### Freelance English Language Teacher

Kinderwelt, et al. | Hamburg & Europe, 11.2016 – 08.2019

- Enhanced bilingual competencies of early childhood learners and prepared vocational students for state exams
- Crafted specialized curriculum focused on needs of migrants, leading mixed-level group courses as well as private lessons for individuals of varied backgrounds

## ▀ Skills

### Languages

- English (*native*)
- German C1
- French C1

### Tech & Tools

- HTML5 / CSS3, Prototyping, Figma, Multimedia editing (*Working knowledge*)
- JavaScript ES6, Linux, CLI, Git/GitHub, Google Analytics (*Basic knowledge*)

## ▀ Education

### Master of Fine Arts

Digital Graphic Design  
HFBK Hamburg  
Starting 10.2025

### Preparatory Semester

German & Cultural Studies  
University of Hamburg  
2019

### CELTA Certificate

English Language Teaching  
Cambridge English (UK)  
2017

### Bachelor of Arts

History & Studio Art  
Vassar College (US)  
2009 – 2014