

NICHOLAS THIENPONT BIBB

Head of Content | Senior Content Manager

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Valencia, Spain



SUMMARY

Bringing stories to life is my passion, but driving results through strategic content is what I do best. As a seasoned Head of Content with over a decade of experience, I've led high-performing teams and developed content strategies that elevate brands and engage audiences.

EDUCATION

Master Course in SEO Copywriting SEO Content Institute	2022 - 2023
Digital Copywriting Expert Accreditation College of Media and Publishing	2020 - 2020
Master's in Marketing & Digital Communication IMF Business School	2017 - 2018
BA in Translation & Interpretation Malaga University	2007 - 2011

EXPERIENCE



Head of Content 2021 - 2025
[Scandinavian Travel](#) Remote

As the **Head of Content** at **Scandinavian Travel**, a local Icelandic car rental company with international presence, I led the content strategy to engage and convert customers, focusing on Iceland's unique travel market.

Key Responsibilities

- Content Strategy & Execution.
- Content Creation & Optimization.
- Blog Content Calendar Creation & Implementation.
- Localization & Customer Experience.
- Team Leadership.
- Customer Education & Engagement.
- Cross-Selling & Upselling.
- Style Guide & Tone of Voice.

STRENGTHS

⚡ Content Strategy

Developed a comprehensive content strategy for a major engineering firm, increasing web traffic by 30% in six months.

💡 Content Creation

Produced a wide range of engaging content, including landing pages, blog posts, ebooks and case studies, tailored to various audience segments, and improved user engagement by 25% at a market research SaaS.

📁 Content Management

Oversaw the end-to-end content process at an international travel company, from ideation to publication, ensuring timely delivery of over 100 content pieces per month, without compromising on quality or TOV.

CERTIFICATION

Prompt Engineering for ChatGPT

Vanderbilt University

Google Analytics IQ

Google Academy for Ads

Web Analytics Expert

EOI Business School

Time Management & Productivity

GameLearn

SKILLS

Content Strategy · Content Management · Content Creation · Content Planning · SEO Copywriting · Storytelling · Editing · Proofreading · Localization · UX Writing · B2B Marketing · Marketing Campaigns · CMS Management · GA4 · Lead Gen · Case Studies · Style Guides

LANGUAGES

English Native ●●●●●

Spanish Native ●●●●●

EXPERIENCE



Marketing Operations Manager

2023 - 2024

Scandinavian Travel

Remote

As the **Marketing Operations Manager** at **Scandinavian Travel**, I was in charge of optimizing marketing processes, driving growth strategies, and leading the marketing team.

Key Responsibilities

- Annual Roadmap & Project Supervision.
- Leadership & Team Management.
- Project Management.
- Process Efficiency Enhancement.
- Growth Strategy Development.
- Problem Solving.
- Performance Tracking & KPI Analysis.
- Stakeholder Management.



Senior Content Manager

2021 - 2021

Openprovider

Remote

As the **Senior Content Manager** at **Openprovider**, an ICANN-accredited domain registrar and technology company, my role encompassed leading the content strategy and enhancing the brand across global markets.

Key Responsibilities

- Content Strategy Leadership.
- B2B-Focused Content Creation.
- Team Management.
- Cross-Departmental Collaboration.
- Seasonal Campaign Ideation & Execution.
- Loyalty Program Initiatives.
- Monthly Newsletters.
- Performance Tracking.
- Brand Consistency & Localization.



Senior Technical Writer

2020 - 2021

Applus+ Laboratories

Barcelona, Spain

As a **Senior Technical Writer** at **Applus+ Laboratories**, a global leader in testing, certification, and technological innovation across multiple industries, I played a key role in communicating complex technical information clearly and accurately to stakeholders, partners, and clients.

Key Responsibilities

- Technical Documentation Development.
- Stakeholder Communication.
- Regulatory Compliance Documentation.
- Content Review & Editing.
- Client-Facing Documentation.
- Innovation in Technical Communication.

LANGUAGES

French Advanced ●●●●●

Arabic Beginner ●●●●●

PASSIONS

💡 Storytelling & Narratives

Crafting compelling narratives has been my passion for as long as I can remember. No matter what role I'm in, I strive to maintain a balance between content strategy, creation and planning.

🔧 Entrepreneurship

As a digital native, I am constantly seeking new opportunities to monetize my passions and transform them into sustainable sources of income.

💎 Sports

I believe that a healthy body is the foundation for a healthy mind. I practice calisthenics and enjoy playing beach volleyball and table tennis.

EXPERIENCE



Content Manager

2019 - 2020

Zinklar

Barcelona, Spain

As a **Content Manager** at **Zinklar**, I led the content strategy that positioned the company as a leader in agile market research and consumer behavior prediction. My role involved developing and executing content strategies that engaged decision-makers, supported sales efforts, and demonstrated Zinklar's expertise.

Key Responsibilities

- Content Strategy Development.
- B2B Content Creation.
- Lead Generation & Nurturing.
- Customer-Centric Storytelling.
- Content Distribution & Amplification.
- Key KPI Tracking & Optimization.
- Content Calendar Management.



Senior Content Strategist

2016 - 2018

Accenture

Málaga, Spain

As a **Senior Content Strategist** at **Accenture**, I played a pivotal role in driving content strategy across the company's consulting, digital and technology service lines. My responsibilities involved developing and executing content strategies that aligned with Accenture's business objectives, ensuring that content resonated with a global audience and demonstrated thought leadership in key industries.

Key Responsibilities

- Global Content Strategy Development.
- Cross-Channel Content Planning.
- Thought Leadership Content Creation.
- Content Segmentation.
- Data-Driven Content Optimization.
- Team Leadership.



Senior Editor

2015 - 2016

Euro Weekly News

Málaga, Spain

As the **Senior Editor** at **Euro Weekly News**, I was responsible for overseeing the company's entire editorial process, ensuring the accurate and timely release of the newspaper each week in both Spanish and English. My role involved managing editorial teams, maintaining high editorial standards, and ensuring that all content was aligned with the publication's values and target audience.

Key Responsibilities

- Editorial Oversight.
- Bilingual Content Management.
- Content Planning & Scheduling.
- Team Leadership.
- Editing & Proofreading.
- Editorial Quality Control.

EXPERIENCE



Technical Writer

2014 - 2015

Coseer

Remote

As a **Technical Writer** at **Coseer**, I played a key role in translating complex technical concepts related to natural language processing (NLP) and artificial intelligence (AI) into clear, engaging content that appealed to potential investors, stakeholders, and business leaders across various industries.

Key Responsibilities

- Investor-Focused Technical Writing.
- Industry-Specific Use Cases.
- Complex Concept Simplification.
- Collaboration with Engineering and Product Teams.
- Data-Driven Content Creation.
- Compliance and Technical Accuracy.



Content Marketing Writer

2014 - 2015

Codeless

Remote

As a **Content Marketing Writer** at **Codeless**, I was responsible for creating high-quality, strategic content that aligned with the personal brands of some of the biggest marketing influencers and global brands in the industry. Working closely with these high-profile clients, my role required me to blend creativity with technical precision, ensuring that each piece of content resonated with the intended audience while maintaining the voice and style of the influencer or brand I was representing.

Key Responsibilities

- Ghostwriting for Industry Leaders.
- Content Strategy Alignment.
- In-Depth Research.
- SEO-Optimized Writing.
- Editorial and Style Consistency.
- Content Repurposing.



Creative Copywriter

2012 - 2014

Basebone

Marbella, Spain

Working as a **Creative Copywriter** at **Basebone**, I was in charge of crafting engaging, persuasive, and impactful content across diverse digital platforms that resonated with the audiences of the brand's multiple products.

Key Responsibilities

- Content Creation.
- Content Strategy.
- Concept Development.
- UX Writing.
- Brand Differentiation.
- SEO & Research.
- Editing & Refining.
- Localization.