



# Xan Tafernaberry

Editor in Chief

## 👤 Profile

Passionate General Manager with extensive experience in the online media industry, specializing in padel. Accountable for the financial health of the company by implementing B2B strategies and building strong relationships with the stakeholders. Proven expertise in managing general operations, team leadership, and strategic planning. Skilled in maintaining the company's vision while driving growth and expanding audience.

## 📁 Employment History

### General Manager at Padel Magazine, Malaga

November 2018 — Present

- Build and maintain strong relationships with key stakeholders, including advertisers and sponsors.
- Responsible for new business and leading full sales cycle.
- Lead a team of 10 professionals in creating and curating captivating content for the website.
- Develop and execute the editorial strategy, ensuring alignment with the magazine's goals and target audience.
- Stay up-to-date with industry trends and identify new opportunities to enhance content quality and engagement.
- Implement editorial guidelines, style standards, and quality control measures to ensure consistency and excellence.

### Content Specialist at Padel USA, Malaga

February 2022 — Present

- Develop and execute content strategies to drive brand awareness, engagement, and conversions.
- Create compelling and informative content, including articles, blog posts, social media posts, and videos.
- Conduct keyword research and utilize SEO best practices to optimize content for search engines.
- Analyze content performance using analytics tools to identify trends and opportunities for improvement.
- Collaborate with designers, photographers, and videographers to create visually appealing and multimedia-rich content.
- Manage content calendars, ensuring timely delivery and adherence to brand guidelines.

### Cultural Funding Reviewer at Ministère de la Culture, Bordeaux

January 2018 — September 2018

Responsible for evaluating and approving requests for government funding to support artists in their cultural endeavors, such as giving shows or performances. The key responsibilities were reviewing funding proposals, assessing artistic merit, and making informed

## Details

Malaga

Spain

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## Skills

Strategic thinking

Leadership

Sales

SEO

B2B

Relationship building

Writing and Editing

Negotiation

## Languages

French

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English

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Spanish

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## Hobbies

Kickboxing, Rugby, Hiking, Meditation, Health, Nutrition and Cooking.

decisions regarding the allocation of financial resources to support artists and their creative projects.

### **Immigration Compliance Specialist at Ministère de l'Intérieur et des Outre-mer, Bordeaux**

January 2017 — January 2018

Thoroughly examine and evaluate immigration documents, such as passports, visas, permits, and supporting materials submitted by applicants and collaborate with other law officers to ensure this is done correctly.

## **Education**

### **Sports Studies - Master, Université de Bordeaux, Bordeaux**

September 2015 — May 2016

### **Business Administration - Master (MBA), ESG, Bordeaux**

September 2013 — May 2015

### **International Business - Bachelor of Arts (BA), Université de Bordeaux, Bordeaux**

September 2009 — May 2012

## **References**

References available upon request