

KARLA CRISTINA RUIZ DE MATOS

Multilingual SEO Content Specialist | Data Analysis & Web Development

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PROFESSIONAL PROFILE

Multilingual content and SEO professional with 10+ years of experience across content strategy, editorial production, localisation, WordPress publishing and performance-oriented optimisation. I use data analysis, spreadsheets, SEO tools and reporting workflows to interpret content performance, identify optimisation opportunities and support editorial decisions. Currently expanding my technical profile through formal training in data analytics, bridging content, marketing, data and technical teams across international markets.

CURRENT EXPERIENCE

Senior Content Strategist | Brazy, Remote | 12/2025 - Present

- Lead SEO content strategy for the brand's expansion across Spanish- and Portuguese-speaking markets, building the organic content structure from the ground up through editorial architecture, category mapping, page types, search-intent funnels and prioritisation by traffic, revenue and conversion potential.
- Develop data-informed editorial roadmaps by combining keyword research, SERP analysis, competitor research, content performance data and business goals to define which pages to create, refresh, consolidate or prioritise in each sprint.
- Plan, produce and oversee commercial and informational iGaming content, including reviews, guides, bonus pages, transactional pages, comparisons and supporting content, adapting language, structure, compliance and search intent for Spain, LATAM, Portugal and Brazil.
- Execute end-to-end on-page SEO, including keyword mapping, metadata, H1-H3 structure, semantic content sections, FAQs and schema markup where applicable, strategic internal linking, affiliate anchors, CTAs and conversion-focused UX elements.
- Translate commercial briefs and SEO objectives into publishable CMS structures, working with WordPress, reusable templates, structured content blocks, comparison tables and scalable editorial components to reduce rework and maintain technical consistency.
- Monitor SEO and content KPIs such as organic rankings, qualified traffic, CTR, affiliate clicks and conversions, using performance data to guide content refreshes, new opportunities, structural improvements and roadmap priorities.
- Perform editorial, linguistic, technical and commercial QA across Spanish and Portuguese content, validating claims, offers, links, metadata, heading structure, template consistency, clarity for users and alignment with internal policies.
- Coordinate freelancers and SEO, Design and Product stakeholders by creating detailed briefs, providing structured feedback, standardising workflows and ensuring that quality, deadlines, compliance and performance objectives are maintained at scale.

Multilingual SEO Content Specialist | NAGA, Remote | 01/2026 - Present

- Produce, optimise and publish multilingual SEO content across digital properties in different markets, covering blogs, landing pages and product/feature pages with a focus on organic visibility, qualified traffic, message clarity and conversion.
- Translate keyword research, search intent and SERP analysis into outlines, briefs and publish-ready copy, adapting tone of voice, terminology, page structure and content depth according to market, funnel stage and business objective.
- Execute on-page optimisation for new and existing content, working on metadata, headings, section structure, internal links, CTAs, informational tables/blocks and mobile-first presentation to improve scannability, CTR and rankings.
- Use GA4, Ahrefs and spreadsheet workflows to analyse queries, impressions, CTR, positions, engagement and optimisation opportunities, turning performance data into editorial recommendations and content updates.
- Organise and validate content data such as URLs, keywords, metadata, categories, publication status and performance indicators, applying data-cleaning, segmentation and analysis logic to support SEO and editorial prioritisation.
- Work directly in CMS/WordPress environments, ensuring clean formatting, reusable structure, visual consistency, correct headings, functional links, well-organised content blocks and technically sound SEO publication.
- Apply a web development foundation to collaborate more effectively with Marketing, Design and technical teams, understanding front-end structure, HTML/CSS, page components, APIs/CMS workflows and technical constraints that affect SEO, UX and publishing.
- Review and continuously optimise multilingual content, balancing accuracy, localisation, readability, E-E-A-T, brand requirements and organic performance.

CORE SKILLS

SEO Content	Search Intent Mapping
Localisation	Content Architecture
SERP Analysis	Metadata Optimisation
On-Page SEO	Content Performance
Editorial QA	Editorial Calendars
Content Briefing	Structured Content
Copywriting	Market Adaptation
UX Writing	Affiliate Content
Fact-Checking	Team Coordination
SEO Reporting	Content Strategy
CMS Workflows	Keyword Research
Writer Training	Internal Linking
Conversion UX	Content Roadmaps

DATA & TECHNICAL STACK

- SQL queries
- Joins & data filtering
- Data cleaning and validation
- Database fundamentals
- Python for data analysis
- Data visualisation
- KPI tracking
- Traffic analysis
- Technical SEO
- HTML5 / CSS3
- Flexbox / Grid
- JavaScript / TypeScript
- React / Next.js
- Node.js / Express
- PHP
- REST APIs
- CMS integrations

TOOLS & PLATFORMS

- Ahrefs, Semrush, GA4, GSC
- SurferSEO, Contadu, NeuronWriter
- WordPress, Gutenberg
- Visual Studio Code, GitHub
- Google Sheets, Excel, BigQuery
- Asana, Monday, Trello, Jira
- Canva, Tableau

PREVIOUS EXPERIENCE

Web Content Specialist | ClickOut Media, Remote | 11/2023 - 01/2026

- Planned, produced and edited on-page and off-page content across iGaming, poker, finance, crypto, sports, technology and news verticals for multiple markets, including Spain, LATAM, Brazil, Portugal, France, Canada, the USA and the UK.
- Created SEO-focused articles, reviews, guides, market analyses and Web3/crypto content, translating complex topics into clear, structured and audience-appropriate copy for both beginners and advanced readers.
- Published and optimised content directly in WordPress, applying basic HTML formatting, metadata, H1-H3 structure, internal linking, CTAs and scannable page layouts to improve readability, consistency and search performance.
- Used keyword research, search intent, E-E-A-T principles, SERP review and supporting data to shape content structure, prioritise topics and improve the quality of both new and existing assets.
- Coordinated content delivery through Google Docs, WordPress, Slack and Monday.com, helping standardise briefs, templates, approvals and publishing workflows across high-volume multilingual projects.

Digital Content Specialist | Godmode, Remote | 08/2023 - 05/2025

- Produced and localised SEO content in Portuguese, Spanish, and English for different markets, adapting tone, terminology, cultural references and search intent across iGaming, betting, sports and casino-related verticals.
- Created and optimised articles, operator pages, slot/game content and market-specific landing pages, ensuring each asset followed SEO, readability, brand and localisation requirements.
- Published and updated content in WordPress/CMS environments, maintaining clean formatting, heading hierarchy, links, page structure and front-end consistency across multiple market versions.
- Worked with SEO, editorial and technical stakeholders to align content structure, keyword targeting, page templates and publishing requirements with market and product priorities.
- Supported multilingual content scalability by identifying recurring formatting, localisation and structural issues, helping improve QA routines and reduce inconsistencies across published pages.
- Used SEO tools, CMS workflows and content performance indicators to support topic prioritisation, optimisation updates and market-specific content decisions.

Content Specialist & QA Analyst | Growth Leads, Remote | 04/2022 - 12/2024

- Edited, reviewed and published 1,500+ WordPress pages across multilingual content workflows, ensuring consistency in structure, formatting, links, metadata, headings, templates and market-specific requirements.
- Performed editorial, linguistic and technical QA on Portuguese, Spanish and English content, validating readability, terminology, localisation accuracy, compliance with briefs and alignment with SEO requirements.
- Applied on-page SEO best practices across high-volume publishing tasks, including heading hierarchy, internal links, anchor links, FAQs, metadata checks, keyword alignment and clean CMS formatting.
- Used WordPress, HTML, Google Docs, Google Sheets, editorial templates and QA checklists to standardise publishing routines, reduce recurring errors and improve workflow consistency.
- Identified repeated content, formatting and structural issues across large batches of pages, helping refine templates, documentation and validation processes to reduce rework.
- Collaborated with editors, content managers and technical teams to troubleshoot CMS, layout and structural problems, ensuring pages were published accurately and according to defined quality standards.

TECHNICAL PROJECTS

ArautaWords – SEO Agency Website

- **Link:** <https://arautawords.com>
- **Stack/tools:** WordPress, Gutenberg/block editor, HTML5 / CSS3, reusable page sections, metadata, URL structure, internal linking, GA4.
- **Outcome:** Created a scalable commercial website and service-page framework that can support lead generation, international positioning and future market-specific SEO pages.

Prospera – Education Finance Platform

- **Link:** <https://prosperahub.net/>
- **Stack/tools:** Next.js / React / Tailwind CSS, HTML5 / CSS3, landing-page structure, UX writing, Google Forms, responsive layout, GitHub and deployment workflow.
- **Outcome:** Created a clear digital structure for explaining the platform, presenting education pathways and preparing the project for future programme pages, onboarding flows and partner-facing content.

ADDITIONAL ROLES

- Spanish & Portuguese SEO Copywriter – SEOBrothers
- Technical Translator – Benrey
- News Writer – Media24
- B2B Content Writer – Improve Position
- YouTube Scriptwriter – GreenTomatoMedia
- Crypto PR & Content Strategist – Coinpresso
- Content & Partnerships Manager – Roosh
- Brand Content Manager – iGaming.com
- Content Manager – North Star Network
- Off-Page Content Writer – ICS-Digital
- Finance Journalist – AltSignals
- Crypto News Writer – Plaskow Media
- iGaming Content Writer – Extremoo

EDUCATION

BSc (Hons) in Data Science and Artificial Intelligence

IIT Guwahati | 2026 - 2030

Google Data Analytics Professional Certificate

Google (Coursera) | 2026

High Performance Full-Stack Software Developer

Code Institute | 2025

DipHE in Digital Marketing

Universidade Veiga de Almeida | 2023 - 2024

MA in Creative Writing

Universidad de Salamanca | 2022 - 2024

MSc in Marketing and Digital Communication

IMF Business School | 2021 - 2023

BA (Hons) Language Studies - English and Spanish

Open University | 2018 - 2021

LANGUAGES

Portuguese: Native
Spanish: Native
English: Fluent
French: Intermediate
Arabic: Basic
Mandarin Chinese: Basic