

KARLA CRISTINA RUIZ DE MATOS



Available for relocation

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EXPERIENCE

SENIOR CONTENT STRATEGIST - 12/2025 - PRESENT
BRAZY – Portugal (remote)

I lead the content strategy for the brand's iGaming expansion across Spanish- and Portuguese-speaking markets (Spain, LATAM, Portugal and Brazil), building organic presence literally from scratch.

I design the editorial architecture for the new Spanish and Portuguese sites: category mapping, page types (reviews, comparisons, guides, bonuses, news, real-money pages, etc.) and funnels by intent (informational, commercial, transactional).

I define editorial guidelines by language and market, aligning tone of voice, compliance, brand safety and affiliate goals, ensuring consistency across all properties in the group.

I plan and run the publishing calendar: keyword research, topic prioritisation by traffic and revenue potential, creation of full briefs and a content roadmap by sprint.

I produce core content (casino reviews, slot reviews, bonus pages, landing pages and guides), always adapting to the regulatory, cultural and search reality of each country.

I manage a team of freelance writers, assigning tasks, refining briefs, providing structured feedback and ensuring that deadlines, quality standards and SEO objectives are met.

I review and QA all Spanish and Portuguese content: fact-checking operators, validating claims, updating offers, ensuring clarity for users and adherence to internal policies.

I handle end-to-end on-page SEO: keyword mapping, meta tags, H1-H3, paragraph structure, subheadings, FAQs/schema where applicable, strategic internal linking and affiliate anchor review.

I work closely with SEO and Design to test and optimise conversion elements (CTAs, comparison tables, highlight boxes) and to ensure a strong UX on both mobile and desktop.

I publish and optimise in CMS platforms (WordPress), maintaining clean, reusable templates ready to scale.

I monitor content KPIs (organic rankings, qualified traffic, CTR, affiliate clicks and conversions) and use this data to re-prioritise topics, refresh key assets and steer new campaigns.

SUMMARY

Multilingual content/SEO specialist (Portuguese, English, Spanish, French) with over ten years' experience across iGaming, crypto, and technology. I lead editorial planning, production, and editing with a focus on topic research and consistent tone of voice.

I work across on-page SEO as well as off-page and link building. I produce and edit a wide range of formats and handle translation/localisation for multiple markets with a metrics-driven approach to organic traffic, engagement, and conversion.

EDUCATION

BSC (HONS) IN DATA SCIENCE AND ARTIFICIAL INTELLIGENCE
IIT GUWAHATI, India – 2026-2030

PHD IN PSYCHOLOGY: BEHAVIORAL AND COGNITIVE SCIENCES
SELINUS UNIVERSITY AND CALIFORNIA UNIVERSITY FCE, Italy/USA – 2025-2026
Thesis: The impact of accelerated digital consumption and AI on audience engagement

DIPLOMA IN HIGH PERFORMANCE FULL-STACK SOFTWARE DEVELOPER
CODE INSTITUTE, United Kingdom – 2024-2025

DIPHE IN DIGITAL MARKETING – BRAZIL AND LATAM MARKET
UNIVERSIDADE VEIGA DE ALMEIDA, Brazil – 2023-2024

MA IN CREATIVE WRITING
UNIVERSIDAD DE SALAMANCA, Spain – 2022-2024

M.SC. IN DIGITAL MARKETING, COMMUNICATION AND SOCIAL MEDIA
UNIVERSIDAD CATÓLICA DE ÁVILA & IMF BUSINESS SCHOOL, Spain – 2021-2023

BA (HONOURS) LANGUAGE STUDIES – ENGLISH AND SPANISH
OPEN UNIVERSITY, United Kingdom – 2018-2021

EXPERIENCE

MULTILINGUAL SEO CONTENT SPECIALIST - 01/2026 - PRESENT
CAPEX/NAGA – Cyprus (remote)

I create, optimise and publish SEO content to grow organic visibility and qualified traffic for web properties across different markets. I combine strong writing, keyword strategy and on-page execution to support marketing goals and improve search performance.

I produce and optimise multilingual website content across blogs, landing pages and product/feature pages, adapting tone and messaging by market and funnel stage. I run keyword research and content optimisation (Semrush/Ahrefs/Keyword Planner), translating intent into outlines, briefs and publish-ready copy.

I manage on-page SEO execution end-to-end (metadata, headings, internal linking, structured sections), prioritising CTR and rankings improvements. I publish and maintain content in WordPress/CMS, ensuring clean formatting, reusable templates and mobile-first presentation.

I monitor performance with GA4 and Google Search Console and iterate based on queries, CTR, rankings and engagement. I collaborate with Marketing/Design on page UX and conversion components (CTAs, tables/blocks), supporting testing and rollout.

SPANISH & PORTUGUESE COPYWRITER - 08/2024 - PRESENT
SEOBROTHERS AND MEDIA24 (REMOTE): I write operator, bonus, and payment-method reviews to template, adapting tone and terminology for ES (Spain/LATAM) and PT-PT.

EXPERIENCE

SENIOR CONTENT LEAD - 11/2023 – 01/2026
FINIXIO/CLICKOUT MEDIA – United Kingdom (remote)

I planned, produced, and edited off-page content for iGaming, poker, finance, crypto, and technology across multiple markets (Spain, LATAM, Brazil, Portugal, France, Canada, Africa, the USA, and the UK).

I wrote and published on-page cryptocurrency and Web3 articles, prioritising accuracy, timeliness, and clarity for both beginners and advanced readers.

I published directly in WordPress (block editor) with basic HTML formatting, titles and meta descriptions, internal linking, H1-H3 structure, and CTAs, ensuring editorial consistency and strong scannability.

I produced varied formats: news, reviews, long-form guides, and market analyses. I conducted topic research and fact-checking, applying on-page SEO best practice (E-E-A-T, search intent, subheadings, and supporting data).

I coordinated deliverables using Google Docs, WordPress, Slack, and Monday.com, standardising briefs, templates, and approval workflows).

I contributed off-page assets (guest posts and expert quotes) to build authority and support link-building initiatives.

BRAND CONTENT MANAGER - 04/2025 – 12/2025
IGAMING.COM – Germany (remote)

I structured pillars by vertical and market. I turned briefs into operator reviews, guides, news and internal pages, as well as scripts and newsletters.

Full on-page SEO across all assets: keyword mapping by priority/variation, meta tags, H1-H3, E-E-A-T, FAQs/schema where applicable, and natural term density.

I orchestrated SEO sprints: re-ranks, 301/410 consolidation, anchor/outlink/trustlink reviews, thematic interlinking with tracking sheets, and template updates.

I published and optimised in WordPress (block editor, shortcodes, reusable blocks and custom fields), ensuring clean markup, responsiveness and strong performance.

I designed and tested conversion elements: main conversion element, USP dropdown, jump-nav and go-links. I specified front-end improvements (CTAs, components).

I maintained editorial/regulatory compliance routines and sensitive updates. And delivered multi-site projects: casino/broker reviews, game pages, guides and PBNs (finance/digitalisation).

I coordinated distribution (link building, affiliate and influencer partnerships) and managed author profiles. I also moderated the community, replying to critical comments with verifiable information and a professional tone.

Tools: Asana, Ahrefs, Semrush, GA4, GSC, WordPress, Google Sheets/Docs; various AI, localisation, and linguistic/technical QA tools.

EXPERIENCE

OFF-PAGE CONTENT WRITER (LINK BUILDING) - 06/2021 - PRESENT | ICS-DIGITAL AND KOKOLINKS (REMOTE): I write specialist PT, ES and EN news to build authority and support high-quality link acquisition.

DIGITAL CONTENT SPECIALIST - 08/2023 - 11/2024 | GODMODE (REMOTE): I localised and launched 150+ pages for BR/ES/MX/IE, maintained front-end consistency in WordPress, and aligned topics with dev/SEO.

CONTENT SPECIALIST & QA - 04/2022 - 12/2024 | GROWTH LEADS (MALTA-REMOTE): I edited/published 1.500+ WordPress pages with consistent markup, standardised briefs/templates, and implemented QA routines and on-page optimisation to scale production with less rework.

CRYPTO PR & CONTENT STRATEGIST - 04/2024 - 12/2025 | COINPRESSO (NEW ZEALAND-REMOTE): I planned and executed crypto presale PR with a focus on conversion and credibility, producing press releases, landing pages, blog posts, and support materials (whitepapers and roadmaps) for launches and ongoing campaigns.

DIGITAL CONTENT MANAGER - NORTH STAR NETWORK (FRANCE-HYBRID): I led the end-to-end content chain, from planning through publication and monitoring, managing a 12-person team and upholding editorial quality and SEO. I coordinated multi-market writers, editors and design, standardised processes, and reported results to steer the roadmap.

CONTENT & PARTNERSHIPS MANAGER - ROOSH (NETHERLANDS-REMOTE): I owned content, on-page SEO, multilingual localisation, and affiliate partnerships for a multi-country airport parking ecosystem, supporting the rebrand from local sites to Parkmundo.

YOUTUBE SCRIPTWRITER - GREENTOMATOMEDIA (THAILAND-REMOTE): I created PT-BR scripts on sports and betting (long and short form), aligned to persona and retention goals.

SKILL

- Optimization tools: SurferSEO, NeuronWriter, Contadu; • PHP
- Task management tools: Monday, Asana, Trello, Jira; • RESTful APIs
- Keyword research & SERP analysis • SEO reporting & dashboards
- Content SEO & editorial workflows • Copywriting & UX writing
- Multilingual localization • Affiliate programme management
- Team coordination & training • Editorial calendars & roadmaps
- Semantic HTML5 & Bootstrap • CSS3 (Flexbox, Grid) & Tailwind CSS
- JavaScript (ES6+) & TypeScript • React (Hooks, Router) & Next.js
- Node.js & Express • SQL, Excel, data cleaning, Python
- Git & GitHub • CI/CD (GitHub Actions) • Google Workspace

Portuguese ●●●●●

Spanish ●●●●●

English ●●●●○

French ●●○○○