

KARLA CRISTINA RUIZ DE MATOS



 Available for relocation

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[Portfolio](#)

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EXPERIENCE

BRAND CONTENT MANAGER - 04/2025 - PRESENT

iGAMING – Germany (remote)

I build and scale revenue-driven content for iGaming, crypto and forex across Spain and LATAM. I align editorial pillars to brand voice and affiliate objectives, combining technical SEO, conversion-focused UX and compliance.

I structure pillars by vertical and market. I turn 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 orchestrate SEO sprints: re-ranks, 301/410 consolidation, anchor/outlink/trustlink reviews, thematic interlinking with tracking sheets, and template updates.

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

I design and test conversion elements: main conversion element, USP dropdown, jump-nav and go-links. I specify front-end improvements (CTAs, components).

I maintain editorial/regulatory compliance routines and sensitive updates.

I deliver multi-site projects: casino/broker reviews, game pages, guides and PBNs (finance/digitalisation).

I coordinate distribution (link building, affiliate and influencer partnerships) and manage author profiles.

I research and QA operator data, capture evidence and brief Design.

I moderate the community and reply to critical comments with verifiable information and a professional tone.

I track KPIs and report performance (organic traffic, CTR, affiliate clicks, conversion and revenue), iterating topics and UX by impact.

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

SUMMARY

Multilingual content/SEO strategist (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

PHD IN PSYCHOLOGY: BEHAVIORAL AND COGNITIVE SCIENCES

SELINUS UNIVERSITY AND CALIFORNIA UNIVERSITY FCE, Italy/USA – 2025-2028

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

SENIOR CONTENT LEAD - 11/2023 - PRESENT

FINIXIO/CLICKOUT MEDIA – United Kingdom (remote)

I plan, produce, and edit 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 write and publish on-page cryptocurrency and Web3 articles, prioritising accuracy, timeliness, and clarity for both beginners and advanced readers.

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

I collaborate with editors to align the editorial calendar, tone of voice, and market priorities while maintaining speed and quality.

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

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

EXPERIENCE

CRYPTO PR & CONTENT STRATEGIST - 04/2024 - PRESENT COINPRESSO – New Zealand (remote)

I plan and execute 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.

I deliver 360° presale content, press releases, landing pages, blogs and authority pieces (whitepapers/roadmaps), aligned to client objectives.

I create on-page SEO audits, content recommendations and SEO tasking in collaboration with the team, ensuring sound structure, metadata and interlinking.

I conduct peer review and proof-checking, providing constructive feedback to uphold quality and efficiency.

I participate in client meetings, product training/upskilling and the continuous improvement of the content proposition.

CONTENT & PARTNERSHIPS MANAGER - 06/2025 - PRESENT ROOSH - Netherlands (remote)

I own content, on-page SEO, multilingual localisation and affiliate partnerships for a multi-country airport parking ecosystem, supporting the rebrand from local sites to Parkmundo.

I produce and edit content for blogs, airport pages and provider pages (PT-BR, PT-PT, ES, EN, IT, FR), maintaining a unified tone of voice, brand consistency and up-to-date service information.

End-to-end on-page SEO across all assets: keyword research, titles and meta tags, H1–H3, interlinking, FAQs, page structure, and a final editorial pass focused on ranking and conversion.

Localisation & linguistic QA via Cloudbear: glossaries, style guides, cross-review and market-specific nuance.

Partnerships/affiliates: prospecting, outreach and follow-ups (Freshworks), onboarding relevant sites/blogs and negotiating placements/editorials.

Provider relations: direct contact to update page data (descriptions, shuttle times/transfers, policies, USPs), ensuring accuracy and competitiveness.

Multi-market rebrand: support the migration from local brands (e.g., Vuelapar, Parkivado, Flyparks, Parkhero, Vologio) to Parkmundo, unifying naming and content guidelines; review titles/meta/links.

CMS operations & content governance: maintain airport/country pages, create templates and check usability/CTAs to maximise bookings.

Metrics & continuous improvement: monitor organic traffic, rankings and affiliate clicks; prioritise the editorial roadmap by impact.

EXPERIENCE

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.

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.

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.

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;
- Task management tools: Monday, Asana, Trello, Jira;
- Keyword research & SERP analysis • SEO reporting & dashboards
- Content SEO & editorial workflows • Copywriting & UX writing
- Multilingual localization • Affiliate programme management
- Workflow automation & SOPs • OKRs & KPIs tracking
- Brand tone & governance • Briefing & content QA
- 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 • PHP • RESTful APIs (Postman, Insomnia)
- Git & GitHub • CI/CD (GitHub Actions) • Google Workspace

Portuguese ●●●●●

Spanish ●●●●●

English ●●●●○

French ●●○○○