

KARLA RUIZ DE MATOS

MULTILINGUAL CONTENT, SEO & LOCALISATION SPECIALIST

Open to relocation | +44 7783 850538 or +34 691 872 662 | noticiaskrm@gmail.com | [linkedin.com/in/karlaruizdematos](https://www.linkedin.com/in/karlaruizdematos)
Content profile: krmwords.com/content-seo-localization | Portfolio: krmwords.com/writing

PROFESSIONAL PROFILE

Multilingual content, SEO, localisation and editorial-operations specialist with 10+ years of experience across international markets and 3,000+ pages written, edited, localised, optimised, published or deployed. Leads the full workflow from search and market research, content architecture and briefs through writing, editing, localisation, CMS publishing, quality assurance and performance optimisation. Experienced in finance, trading, crypto, iGaming, technology, B2B, news and digital products.

CORE CONTENT EXPERTISE

Strategy & architecture: content roadmaps, search-intent mapping, category structure, page types, briefs, editorial calendars and content operations.

SEO & performance: keyword and SERP research, on-page SEO, metadata, internal linking, structured content, GA4, GSC, Ahrefs and Semrush.

Editorial & localisation: original writing, editing, fact-checking, market adaptation, terminology control, compliance-aware copy and multilingual QA.

Publishing & leadership: WordPress and CMS workflows, HTML preservation, reusable templates, writer training, stakeholder coordination and delivery at scale.

PROFESSIONAL EXPERIENCE

Senior Content Strategist | Brazy, Remote, Freelance

Dec 2025-Present

- Lead SEO content strategy for Spanish- and Portuguese-speaking markets, building editorial architecture, category maps, page types, search-intent funnels and priority roadmaps.
- Plan and oversee commercial and informational iGaming content - reviews, guides, bonus and transactional pages, comparisons and supporting assets - for Spain, LATAM, Portugal and Brazil.
- Execute end-to-end on-page SEO, including keyword mapping, metadata, H1-H3 structure, semantic sections, internal links, affiliate anchors, CTAs and schema where applicable.
- Translate briefs into publish-ready WordPress structures and coordinate freelancers plus SEO, Design and Product stakeholders; standardise workflows and protect quality, deadlines and commercial goals.
- Use rankings, qualified traffic, CTR, affiliate clicks and conversions to prioritise refreshes, consolidation, structural improvements and new opportunities.

Multilingual SEO Content Specialist | NAGA, Remote, Freelance

Jan 2026-Present

- Localise, optimise and publish 300+ multilingual SEO pages in LATAM Spanish and Portuguese across blogs, landing pages and product or feature pages.
- Localise website and interface strings in POEditor, preserving HTML and CMS structure while adapting keywords, terminology, tone, page architecture and messaging to local search intent.
- Convert keyword, SERP and competitor research into outlines, briefs, metadata and publish-ready copy; apply AI-assisted workflows followed by human QA, fact-checking and market-specific revision.
- Use GA4, Ahrefs and spreadsheet analysis to prioritise updates, then execute on-page SEO and review final WordPress presentation for links, headings, reusable structures and technical consistency.

EDUCATION

MA in Creative Writing Universidad de Salamanca	2022-2024
MSc in Marketing and Digital Communication IMF Business School	2021-2023
BTech in Digital Marketing Universidade Veiga de Almeida	2023-2024
BA (Hons) in Language Studies - English and Spanish The Open University	2018-2021

CREDENTIALS

- Microsoft Power BI Data Analyst Professional Certificate | Microsoft
- Google Data Analytics Professional Certificate | Google
- Google Business Intelligence Professional Certificate | Google
- Full-Stack Software Developer Bootcamp | Code Institute

PREVIOUS EXPERIENCE

Web Content Specialist | Finixio / ClickOut Media, Remote

Nov 2023-Jan 2026

- Planned, produced and edited on-page and off-page content across iGaming, poker, finance, crypto, sports, technology and news for markets in Europe, the Americas and beyond.
- Created SEO articles, reviews, guides, market analyses and Web3 or crypto content, translating complex subjects into clear, structured copy for beginner and specialist audiences.
- Published directly in WordPress with HTML formatting, metadata, H1-H3 hierarchy, internal links and CTAs; used search intent, SERP review and E-E-A-T principles to improve new and existing assets.
- Helped standardise briefs, templates, approvals and publishing workflows across high-volume multilingual projects using Google Docs, WordPress, Slack and Monday.com.

Digital Content Specialist | Godmode, Remote

Aug 2023-May 2025

- Produced, localised, optimised and published 150+ Portuguese, Spanish and English SEO pages for Brazil, Mexico and Ireland across iGaming, betting, sports and casino verticals.
- Adapted tone, terminology, cultural references, page structure and search intent by market; published in WordPress with metadata, headings, internal links and clean front-end formatting.
- Performed linguistic, editorial and technical QA, identified recurring localisation and CMS issues, and worked with developers to improve reusable components and release quality.

Content Specialist & QA Analyst | Growth Leads, Remote

Apr 2022-Dec 2024

- Edited, reviewed and published 1,500+ WordPress pages across multilingual workflows for the UK, USA, Canada, Australia, New Zealand, Spain, Latin America, Brazil and selected African markets.
- Applied on-page SEO and editorial QA across headings, metadata, internal and anchor links, FAQs, keyword alignment, localisation, compliance with briefs and clean CMS formatting.
- Analysed recurring content, formatting and structural issues; helped refine templates, checklists and documentation, and provided structured feedback to writers and editors.

SELECTED ADDITIONAL ROLES

Writing, localisation & editorial: SEO Copywriter - SEOBrothers; Multilingual Technical Translator - Benrey; B2B Content Writer - Improve Position; YouTube Scriptwriter - GreenTomatoMedia; Finance Journalist - AltSignals; Crypto PR & Content Strategist - Coinpresso.

Content leadership & publishing: Content Manager - North Star Network; Brand Content Manager - iGaming.com; Off-Page Content Writer - ICS-Digital; Crypto News Writer - Plaskow Media.

LANGUAGES

Portuguese: Native | **Spanish:** Native | **English:** Fluent | **French:** Intermediate