

CURRICULUM VITAE

Name Karla RUIZ
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Education/Qualifications

2022 – 2024 MA in Writing in Spanish
Universidad de Salamanca (Spain)

2023 – 2024 DipHE in Digital Marketing – Brazil and LATAM market
Universidade Veiga de Almeida (Brazil)

2021 – 2023 MSc in Digital Marketing, Communication and Social Media
Universidad Católica de Ávila and IMF Business School (Spain)

2018 – 2021 BA (Honours) Language Studies – English and Spanish
Open University (UK)

Work Experiences

November 2023 – Present

Web Content Writer – Finixio/ClickOut Media (Remote)

Writing and publishing high-quality articles about cryptocurrencies and web3 in Brazilian Portuguese.

Others: <https://bitcoinist.com/>; <https://apostas.ltd>; <https://cryptonews.com/>;

Writing articles for blog posts and news websites about iGaming, finance, crypto, sports, politics and technology (Spain, LATAM, Brazil and Portugal markets).

Google Docs; WordPress; Slack; Monday;

October 2024 – January 2025

Travel Blog Writer & Content Manager – Inspirience (Remote - Volunteering)

Creating content that connects, impacts, and promotes authentic sustainable travel experiences.

Telling stories that inspire conscious travellers to preserve the environment.

Managing the company's social media to promote regenerative tourism.

August 2023 – February 2025

Digital Content Specialist – Godmode (Remote)

Content creation in English (Irish market), Spanish (Mexican market) and Portuguese (Brazilian market) using SEO techniques.

Writing articles about sports, casino, betting, slots and operators.

Translation and localization of content from English to Spanish and from Spanish to English.

Editing and publishing articles on WordPress;

SurferSEO; Neuron; Google Docs; Notion;

January 2024 – August 2024

YouTube Scriptwriter – GreenTomatoMedia (Remote)

Creation of attractive and well-structured scripts in Brazilian Portuguese for long and short videos about sports, sports betting, and betting sites.

Eden Workplace; Contadu; Google Docs;

April 2022 – December 2024

Content Specialist - Portuguese, Spanish and English Affiliate – Growth Leads (Remote)

Content Writer / Content Quality Assurance Assistant / Proofreader

Writing in Portuguese, Spanish, and English on various topics.

Including markets such as African, Indian and New Zealand.

Portfolio crossing subjects ranging from cryptocurrencies and crypto casinos to sports and gambling.

Proofreading, integrating and publishing articles with WordPress.

Editing on page in a WordPress back-end (HTML).

Projects with short deadlines, defined or open themes, and word count.

CM, QA, Integration, SEO, keywords, anchors links, FAQ for Google, verticals.

Google Drive and Google Docs. Slack and Trello.

Translation and localization (from UK and US pages to BR, PT, ES and LATAM market).

April 2024 – October 2024

Finance Journalist – AltSignals (Remote)

Development and writing of informative content and market analyses on FOREX and cryptocurrencies, aiming to promote brand visibility on Google Discover.

Specialized in producing accurate and engaging news that highlights trends and important movements in the global financial market, with the goal of engaging and informing a broad and diverse audience.

WordPress; Slack;

Author profile: https://altsignals.io/author/karla_altsignals

March 2024 – November 2024

Content Writer for Crypto News Channel – Plaskow Media (Remote)

Producing well-researched, insightful, and engaging written content such as news and price analysis about altcoins for the USA market.

November 2022 – September 2023

Digital Content Manager – North Star Network (France)

Overseeing the content production chain, from ideation to traffic monitoring.

Requesting and integrating SEO content related to iGaming and sports.

Recruit and manage a pool of freelancers to cover content needs and adapt it to each market.

Ensuring content quality standards (SEO, readability, grammar) and giving constructive feedback.

Liaise with content and SEO managers to define evolving best practices.

Participate in market meetings and prepare reports to inform about activities in the area.

Organize workload to maintain publication deadlines and brand coverage.

Pretty Links, Promo Code, Table Maker, Article Briefs/Template, Affiliate Link.

Stock Adobe, Canva, Photopea (WEBP). G-Suite, Asana, Upwork, Copylauch.

WordPress, HTML, Ahrefs, Keyword Study, yourtext.guru. Operator/Market compliance.

Contribute to the market roadmap and continuous improvement of the network and assets.

Content in Portuguese, Spanish and English.

Languages Spanish (Native); Portuguese (Native); English; (Fluent) and French (Basic).

Other skills MS Office; Social Media; G-Suite; SEO; Google Search; Canva; Ahrefs; HTML; WordPress.

Other Author Profiles:

<https://ninjapromo.io/author/karla-de-matos>

Portfolio - Spanish:

<https://drive.google.com/drive/folders/1rcmTyOqXIZe771KS4onMMfq58aUDPY1i?usp=sharing>

Portfolio - English:

<https://drive.google.com/drive/folders/1ZR9DX7PosMpG9Nr6tBdGjF6QPRXoAkPy?usp=sharing>

Portfolio – Portuguese:

<https://drive.google.com/drive/folders/1dCr4By50BvjYI6TUj1MHOlsH2OyYdZCz?usp=sharing>