.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Maria Moura**

Date of birth: 29/02/1994 **|** Nationality: Portuguese **|** Gender: Female **|**

Portugal

**PROPOSED POSITION: SEO Expert**

With a strong background in digital strategy, technical SEO, and AI-driven optimization, Maria is an experienced leader in data-driven decision-making, customer experience enhancement, and inbound marketing. As a Digital Strategy Lead at Devoteam Creative Tech, she collaborates with multidisciplinary teams to refine user journeys and drive business growth through analytics, AI, and emerging technologies.

Her expertise spans content and tech optimization, UX strategy, UML modeling, and performance marketing, having contributed to major brands through roles at VML and Wunderman Thompson. Additionally, she shares her knowledge as a professor and tutor in digital marketing, SEO, and strategy at institutions such as Universidade Europeia and Lisbon School of Design. Passionate about leveraging AI and data for impactful marketing strategies, she is dedicated to improving engagement, conversion, and retention across the B2B and B2C landscape.

**WORK EXPERIENCE**



01/11/2021 - Ongoing; Portugal

**Digital Strategy Lead** – Devoteam Creative Tech Portugal

* Co-created and executed fully integrated, data-driven inbound and CRM strategies for B2B and B2C clients.
* Collaborated with UX/UI, content, social and paid-media teams to audit and optimise user journeys, accessibility, load times and mobile performance.
* Defined and tracked OKRs and KPIs (organic traffic growth, conversion rates, bounce-rate improvements) via GA4, Looker Studio and CRM dashboards.
* Ran A/B tests on landing pages and email campaigns to refine copy, CTAs and audience segmentation.
* Mentored junior team members in schema markup, hreflang setup, page-speed tuning and crawl-budget management.



01/2020 – 07/2021; Portugal

**Digital Strategist and Digital Marketing Lead** – Wunderman Thompson (VML)

* Served as Demand Generation Lead, designing and executing end-to-end acquisition and retention campaigns across organic and paid channels.
* Led technical SEO initiatives—conducted site audits, implemented schema and performance optimisations, and managed content-and-link strategies to lift organic visibility.
* Defined and delivered holistic CX strategies: co-created OKRs, tracked KPIs and leveraged data insights to optimise user satisfaction and lifetime value.
* Managed cross-functional squads (UX/UI, content, paid media), ensuring strategic alignment, efficient workflows and on-time delivery of digital projects.
* Established reporting frameworks and ran fortnightly analytics reviews, translating insights into actionable recommendations for senior stakeholders.



09/2019 – 11/2024; Lissabon (Portugal)

**SEO & Marketing Digital Professor (Part time)** – ISEC Lisboa

* Delivered modules on Technical SEO, covering on-page optimisation, site architecture and performance best practices.
* Taught UX research methodologies, including user interviews, surveys and A/B testing, to inform digital marketing strategies.
* Developed and assessed practical assignments in marketing strategy, guiding students through campaign planning, KPI formulation and ROI analysis.
* Mentored cohorts of 30+ students per term, providing one-to-one feedback on coursework and portfolio development.
* Collaborated with programme leaders to update syllabus in line with industry trends and search engine algorithm changes.



01/2018 – 02/2020; Portugal

**Tech SEO Strategy Lead and Traffic Analyst Manager** – Media Livre (Cofina Media)

* Led technical SEO on large-scale news platforms (Umbraco, Sitecore), ensuring optimal crawl efficiency and metadata standards.
* Performed log-file and JavaScript rendering audits to uncover indexation issues and collaborated with developers to resolve them.
* Designed content experiments—testing headlines, image alt-tags and internal links—to boost CTR and session duration.



09/2018 – Ongoing; Portugal

**Professor and Tutor** – Universidade Europeia, ISEC Lisboa, ISEC Lisboa, EDIT Disruptive, Lisbon Design School

* Delivered modules in user-experience strategy, optimisation, mobile marketing, project management and communication analysis.
* Conducted practical workshops and seminars at Universidade Europeia, ISEC Lisboa, EDIT Disruptive and Lisbon School of Design.
* Designed course materials, assessment exercises and case studies aligned with current industry practices and emerging digital trends.
* Provided one-to-one mentoring and actionable feedback to students, supporting their portfolio development and professional readiness.
* Collaborated with academic teams to incorporate guest speakers and industry projects into the curriculum.



09/2020 - 11/2024; Lissabon (Portugal)

**Web Content, Social Media Manager, SEO SEA** - Freelance

* Developed and executed comprehensive content strategies for websites and social channels, driving engagement and brand visibility
* Managed editorial calendars and produced blog posts, landing pages and ad copy optimised for search engines
* Planned, launched and optimised Google Ads and social media paid‐search (SEA) campaigns to meet ROI and conversion targets
* Conducted keyword research, on-page audits and technical SEO enhancements to boost organic rankings and site performance
* Analysed campaign and website metrics (Google Analytics, Search Console) and ran A/B tests to refine content and advertising tactics
* Collaborated with designers, developers and stakeholders to ensure consistent brand messaging and user-experience standards



12/2017 - 05/2018; Obidos, Leiria

**Digital Production Consultant** – Janela Digital / Altice

* Oversaw production of digital assets (landing pages, newsletters, social posts) with SEO compliance and brand consistency.
* Implemented GTM tagging to capture micro-conversions and inform ongoing UX and keyword optimisations.
* Conducted content-gap analyses against competitors, identifying opportunities for long-tail expansion.



03/2015 - 09/2017; Lissabon (Portugal)

**SEO & Account Manager** – Wunderman Thompson (VML)

* Planned and managed SEO and marketing projects—including campaign strategy, social media coordination and performance reporting—ensuring alignment with client objectives
* Conducted technical SEO audits and implemented on-page and off-page optimisations to enhance search visibility and user experience
* Acted as Website Executive, overseeing content updates, data integrity checks and routine site maintenance to uphold platform reliability



09/2017 - 12/2017; Portugal

**Brand and Marketing Lead** - Fitness Factory Franchising, Balance Group

* Directed end‐to‐end omnichannel marketing campaigns—print, email, social and in-centre—ensuring consistent brand positioning across all touchpoints
* Performed statistical and data analyses (Google Analytics, CRM) to uncover customer insights, optimise targeting and improve campaign ROI
* Developed and executed digital strategy initiatives, including SEO-friendly content plans and paid-social tactics, to drive membership growth
* Oversaw social media content creation and community management, increasing engagement by tailoring tone, visuals and posting cadence
* Coordinated cross-functional teams (creative, sales, operations) to align local franchise promotions with overarching brand objectives



06/2014 - 11/2014; Alfeite, Almada

**PR and Communication Executive** – Portuguese Navy

* Managed official social media channels (Facebook, Twitter, Instagram), enhancing public engagement and visibility
* Crafted and scheduled daily posts, adapting naval messaging for diverse audiences while ensuring strict adherence to brand guidelines
* Monitored and analysed engagement, reach and sentiment metrics, producing weekly reports and recommending content optimisations
* Liaised with public affairs officers and external agencies to synchronise digital activity with wider PR campaigns and press releases
* Responded to public enquiries and moderated online discussions to maintain a professional, informative presence

**EDUCATION AND TRAINING**



09/2015 - 06/2017

**Master in Marketing and Publicity** – Lisbon Polytecnic Institute

09/2012 - 06/2015

**Master in Social Communication and Multimedia** – Leiria Polytecnic

2016 - 2016

**Analytics Certification** – Google

2016 - 2016

**SEO Certification** – Flag Education

2016 - 2016

**UX Strategy** – EDIT Disruptive Education

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Portuguese** | C2 | C2 | C2 | C2 | C2 | |
| **English** | C1 | C2 | C1 | C1 | C1 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



WAVE by W3C SEMRush W3C Validator Accessibility Checker (US and CA Accessibility Validator) Access Monitor (Portuguese Accessibility Validator) Figma Ahrefs Loocker PIWIK SalesForce Hubspot Similar Web Screaming frog Crazy Egg Microsoft Office Page Speed Insights and Lighhouse Gemini CoPilot Google Ads JIRA Trello

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* **Collaboration:** As a Digital Strategy Lead, Maria "collaborates with multidisciplinary teams to refine user journeys and drive business growth."
* **Teaching and Tutoring:** Maria shares her knowledge "as a professor and tutor in digital marketing, SEO, and strategy," which requires clear and effective communication.
* **Cross-functional Team Leadership:** Maria "leads cross-functional teams to ensure results driven by key performance indicators (KPIs)," necessitating strong communication to align diverse groups.

**Organisational skills**



* **Project Management: Maria "coordinates and guides multidisciplinary teams to ensure efficient project management" as a Digital Strategist and Digital Marketing Lead.**
* **Strategic Planning: As a Digital Strategy Lead, Maria "draws and improves user experience and accessibility for B2B and B2C journeys" and focuses on "data-driven inbound and CRM strategies, along with KPI tracking and trend analysis, drives ROI."**
* **Data Analysis and Tracking: Maria's experience consistently mentions "KPI tracking," "trend analysis," and "using analytics to establish and meet objectives and key results (OKRs)," demonstrating strong organizational skills in managing and interpreting data.**