

Ricardo Maekawa

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Professional Summary

SEO strategist since 2008, currently Head of SEO at Remessa Online, responsible for scaling SEO into the most predictable revenue channel. Blend of technical SEO, content economics, CRO, and leadership across fintechs and publishers.

Professional Experience

Head of SEO – Remessa Online (BeeTech) (2019 – present)

- Scaled organic traffic from ~40k to 2.2M clicks/month. - Positioned the domain among the top ~220 in Brazil by organic audience (Semrush). - Built a multidisciplinary team (SEO, content, CRO, WordPress). - Ensured SEO integration at the early stages of UX, product, and technology.

Head of SEO – Abril (2008 – 2015)

- Responsible for SEO across a multi-brand portfolio. - Achieved ~165k keywords on the first page (SearchMetrics). - Designed SEO frameworks for large-scale editorial and CMS operations.

Marketing Analyst – Empiricus Research (2015 – 2018)

- Secured #1 rankings for investment-related keywords ('tesouro direto', 'investimentos'). - Repositioned branded SERPs via Knowledge Graph/Wikipedia strategy. - Deployed Google DFP (now GAM) across multiple domains.

BI Analyst – InfoMoney (2018)

- Bridged BI, editorial, and SEO to identify opportunity gaps and optimize audience acquisition.

Early Career

- IG (2008) – SEO Consultant: supported large-traffic portals. - Orolix (2005–2008) – Information Architect: focused on UX and system design. - Leapforce (2013–2015) – Search Quality Evaluator: assessed SERPs based on Google guidelines.

Early Publications & Editorial Work

- Contributor to *Revista do Web Master* (2003–2005): published technical articles on web, design, and search. - Founder of *Revista Científica*: independent project publishing scientific and technical essays, early exploration of digital knowledge-sharing.

Education

- MBA in Economics and Management – FGV (2016–2018)
- Geology/Earth Science – USP
- Journalism – FIAM

Languages

Portuguese (native), English (full professional proficiency)