ALIN GRIGORAS

CHIEF MARKETING OFFICER
B2B SAAS GROWTH | SEO & AI EXPERT

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PROFESSIONAL SUMMARY

I've run marketing at Octorate since 2022, alongside CMO roles at Octotable (2022-2026) and OK Home (2025-2026). I lead a team of 12, set strategy, markets and budgets, and stay hands-on with the SEO, the multilingual sites and the tracking while the team runs the campaigns. I rebuilt and migrated Octorate's website in-house across 10 languages. At Octotable, I led SEO across 19 markets. In my final year, organic search sessions grew from about 13K to 32.5K. Wannabe Sci-Fi writer.

CORE SKILLS

- **SEO & Search Visibility:** Advanced on-page, technical and multilingual SEO, GEO, AEO, AIO, site audits, migrations, structured data, keyword strategy, Core Web Vitals and CRO.
- **Growth & Paid Acquisition:** Full-funnel strategy and international paid campaigns across Google, Meta and LinkedIn.
- **Analytics & Measurement:** GA4, GTM, Google Search Console, Semrush, Ahrefs, Looker Studio, Screaming Frog and conversion tracking.
- **AI & Automation:** Claude Code, Claude Cowork, Codex, Google Antigravity, AI agents, n8n, Zapier and Vibecode.
- **Development:** Python, JavaScript, HTML/CSS, Visual Studio Code and Git.
- **Web & CMS:** WordPress, WPML, WooCommerce, Elementor, Divi, Framer, Shopify and Duda.
- **CRM & Lifecycle:** Pipedrive, Intercom and Mailchimp.
- **Languages:** Romanian (native), English (C2), Italian (C2), Spanish (B2).

PROFESSIONAL EXPERIENCE

Chief Marketing Officer - Octorate (Zucchetti Group) - Rome, Italy (May 2022 - Present)

Hospitality SaaS for property management and direct bookings, connected to 160+ OTA channels and distribution partners. Certified as a Booking.com Premier Plus Connectivity Partner, Airbnb Preferred Plus Software Partner, Expedia Preferred Connectivity Partner and Agoda Innovative Supplier.

- Took average SERP position from 19 to 8 across 19+ country markets (IT, FR, ES, BR, DE, RO, US, MX, IN, and more). Maintained 60K+ daily impressions even as Google AI Overviews compressed click-through rates industry-wide.
- Rebuilt by myself octorate.com from scratch, in-house, in 10 languages (WordPress, Elementor, WPML, around 550 pages).
- Improved Octorate's Core Web Vitals after rebuilding the site. Mobile load time (LCP) fell 39%, from 4.84s to 2.95s, and layout shift (CLS) dropped from 0.58 to 0.03, according to the Chrome UX Report.
- Managed about €365K in Google Ads spend from May 2022 to November 2026. Google Ads tracked 14,200 lead actions across forms, Calendly bookings and Intercom.
- Cleaned up the lead funnel. Key event rate up +21.8% YoY, direct leads up +20%, referral leads up +68%.
- Got Octorate cited in answers from ChatGPT, Claude, Gemini, Perplexity and Copilot. Search Console recorded +700K impressions in Google's AI search features (Jul-Nov 2026), and GA4 tracked +400K sessions from the five assistants, including +50K engaged sessions (Jan 2024-Nov 2026).
- Work directly with Octorate's CEO and Zucchetti Group executives on organizational priorities. Coordinate with Group Legal, the Data Protection Officer and internal teams on privacy notices, terms of service, data processing agreements and related customer communications.
- Designed and built Octorate's community and knowledge hub on WordPress, with 4,000+ content items in four languages and an integrated AI assistant.

Chief Marketing Officer - Octotable (part of Dylog-Buffetti S.p.A.) - Rome, Italy (May 2022 - Jul 2026)

Octotable helps restaurants take bookings online, manage tables and handle digital orders.

- Led multilingual SEO and localized content across 19 markets. GA4 recorded about 86K organic search sessions during my tenure. In my final year, organic sessions grew nearly 160% year over year, from about 13K to 32.5K.
- Reached 14K+ ranking keywords in Q2 2026, up nearly 180% year over year in Semrush. The English-language pages recorded 610K Google Search impressions in my final year.
- Built Octotable's website myself. The English homepage scored 100/100 in a November 2026 mobile Lighthouse test, with 0.6s LCP and zero layout shift (CLS).
- Managed nearly €100K in paid campaigns, with 4,500+ tracked conversions at a €21 CPA. Brought in €240K+ in recurring revenue.
- Grew total leads 40% year over year, with organic leads up 400%+ and referral leads up 2,000%+.
- Built Octotable's visibility in AI search. GA4 tracked nearly 1,000 sessions from AI assistants, including about 730 engaged sessions, through July 2026.

Chief Marketing Officer - OK Home (part of Dylog-Buffetti S.p.A.) - Rome, Italy (Apr 2025 - Jul 2026)

OK Home is an Italian smart-hospitality platform that automates self check-in, guest identification, and energy efficiency for hotels, B&Bs, and vacation rentals.

- Built SEO from scratch: 157 keywords ranking, 25 in top 3, 45 in top 10 within year one. Landed #1 for high-intent terms like "self check-in B&B" and "smart lock per affitti brevi."
- Built off-page from zero: 101 referring domains, 663 backlinks in 12 months through content and partnership outreach.
- Rebuilt the website, booking flow, and analytics tracking from zero, improving conversion rates by 90% and quadrupling monthly demo bookings.
- Got 20 pages picked up by Google AI Mode and Panoramica IA within months of launch.

Marketing Manager | Hotel Centro Cavour - Rome, Italy (Sep 2017 - Jan 2022)

- Managed the website, SEO and digital marketing for a hotel in central Rome.
- Managed guest reviews and feedback. The hotel's Booking.com score rose from 8.7 to 9.4 and stayed at that level for over three years.
- Led the website redesign and SEO strategy, driving a +180% growth in organic traffic and +90% increase in direct bookings.
- Built and managed an SEO-driven blog about Rome that attracted travelers during their trip-planning phase.

EDUCATION

- **OpenAI Prompt Engineering and Testing | Luiss Opportunity** Rome, Italy (2021 - 2023)
- **42 Coding School - Luiss EnLabs |** Rome, Italy (2020 - 2023)
- **Tourism and Economy - GSIM Lupeni** | Lupeni, Romania (2007 - 2011)

OUTSIDE OF WORK

On weekends, I sometimes build websites for small businesses and teach marketing. I love reading everything from Fyodor Dostoevsky to Isaac Asimov, and I'm writing a hard sci-fi trilogy. Some days I sit down to write about a distant world and end up thinking about my own journey. I tend to look for the good in people, and my faith in God helps me stay hopeful even when I don't know what comes next.