

ALIN GRIGORAS

MARKETING MANAGER | SEO EXPERT

WORDPRESS DESIGNER | CONTENT CREATOR

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PROFESSIONAL SUMMARY

Dynamic Marketing Manager combining analytical expertise with creative vision, specializing in SEO, content creation, and WordPress development; proven track record of enhancing online visibility and driving engagement by up to 120%. Successfully boosted SEO for Octorate in 10 languages, increasing visibility by over 20% for each language, and fostering business growth through strategic marketing initiatives.

AREA OF EXPERTISE

Digital Marketing Strategy, SEO, Content Creation & Management, WordPress Development, Data Analysis & Reporting, Project Management, SEM, Social Media Marketing.

- **Technical Skills:** HTML, CSS, JavaScript, Python, WordPress development & customization, WooCommerce integration, Responsive web design, Git version control.
- **Marketing Skills:** SEO strategy & implementation, Content marketing & copywriting, Paid search advertising (Google Ads, Meta Ads, Microsoft Ads), Social media marketing & management, Email marketing automation, Conversion rate optimization, Analytics & reporting.
- **Software Proficiency:** Google Analytics, Google Search Console, Semrush, Ahrefs, Adobe Creative Suite (Photoshop, Illustrator), Pipedrive, Mailchimp, Zapier, Jotform, Intercom, Capcut, iMovie, Canva, Excel, PowerPoint, ChatGPT, ClaudeAI.

PROFESSIONAL EXPERIENCE

Marketing Manager & Office Manager | Octorate - Rome, Italy (May 2023 - Present)

- Crafted and executed digital marketing strategies, boosting website traffic by 40% and lead generation by 25%.
- Enhanced SEO, achieving consistent first-page Google rankings for key terms, and increased visibility in 10 languages by over 20% each.
- Amplified social media engagement by 120% through brand-aligned graphics and a strategic content calendar.
- Deployed AI-assisted automation, cutting manual tasks by 60% and enhancing team efficiency.
- Raised email open rates by 70% via personalized content and strategic segmentation.
- Optimized company webpages, enhancing user experience and increasing engagement by 25%.

Assistant Manager | Hotel Centro Cavour - Rome, Italy (October 2014 - Marzo 2023)

- Boosted hotel bookings by 30% and social media following by 50% via strategic marketing.
- Enhanced the hotel's digital presence with targeted campaigns, increasing direct bookings by 25%.
- Improved guest satisfaction scores by 20% through effective digital presence management and targeted campaigns.

EDUCATION

- **Semrush Backlink Management Certification** - Semrush Academy | Online (June 2023)
- **Semrush Intensive SEO Certification** - Semrush Academy | Online (May 2023)
- **Meta iOS Development and Version Control Certification** - Meta Academy | Online (January 2023)
- **42 Coding School** - Luiss EnLabs | Rome, Italy (2020 - 2023)
- **High School Diploma in Tourism and Economy** - GSIM Lupeni | Lupeni, Romania (2007 - 2011)

LANGUAGES

Romanian (Native), Italian (Fluent | C2), English (Fluent | C2), Spanish (Intermediate B2)

PROJECTS

Sunny Grooming & Spa: Branding, website development, and SEO | **Eco Clima DMS:** Branding, website development, and SEO
Anelleria 925: Branding, website development, e-commerce, and SEO | **Tudor Traslochi:** Branding, website development, and SEO

GDPR CONSENT

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