

ALIN GRIGORAS

MARKETING DIRECTOR | SEO EXPERT
WORDPRESS DESIGNER | CONTENT CREATOR

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PROFESSIONAL SUMMARY

Dynamic marketing leader combining analytical expertise with creative vision, specializing in SEO, content creation, and WordPress development. Proven ability to enhance online visibility and engagement, driving increases up to 120%. Led SEO optimization for Octorate across 10 languages, boosting visibility by over 20% in each, contributing to significant business growth through strategic marketing initiatives.

AREA OF EXPERTISE

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

PROFESSIONAL EXPERIENCE

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

- Developed comprehensive digital marketing strategies, resulting in a 40% increase in website traffic and a 25% growth in lead generation.
- Optimized SEO, securing consistent first-page rankings for high-value keywords, and increased visibility in 10 languages by over 20% for each.
- Led my team to design and execute integrated marketing campaigns, aligning efforts across content, SEO, social media, and paid advertising.
- Managed the marketing budget, optimizing resource allocation and ensuring a high return on investment (ROI) for all campaigns.
- Integrated AI-driven automation tools, reducing manual processes by 60% and significantly improving operational efficiency.
- Increased email open rates by 70% through personalized, segmented campaigns and data-driven content optimization.
- Enhanced website user experience (UX) and interface design (UI), driving a 25% increase in user engagement and interaction.

Marketing Director | OctoTable - Rome, Italy (Giu 2023 - Present)

- Boosted platform adoption by 35%, tailoring digital marketing strategies to meet the unique needs of the restaurant industry.
- Designed multilingual marketing campaigns, driving a 20% increase in customer acquisition across key European markets.
- Introduced tools for better lead management and team coordination, improving workflow and saving time.

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)

LANGUAGES

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

FEW 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 | **SOS Traslochi:** Branding, website development, and SEO

GDPR CONSENT

I consent to the processing of my personal data for recruitment and employment purposes in accordance with Legislative Decree no. 196 of June 30, 2003, and the GDPR (EU Regulation 2016/679). I am aware of my rights to access, rectify, delete, limit processing, and object to the processing of my data. I understand my right to lodge a complaint with the supervisory authority if my data protection rights are violated.