

ALIN GRIGORAS

CHIEF MARKETING OFFICER | SEO EXPERT
WEBSITE & BRAND DEVELOPER | CONTENT CREATOR

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PROFESSIONAL SUMMARY

Full-stack marketing leader with expertise in SEO, content marketing, and digital strategy, driving a 140% increase in website traffic and a 125% growth in lead generation for Octorate, an all-in-one channel manager and PMS for hotels and vacation rentals, and OctoTable, a restaurant booking and management platform. Proven ability to develop profitable partnerships, execute high-ROI campaigns, and integrate AI-driven automation for efficiency. Skilled in managing cross-functional teams, optimizing global brand visibility, and leveraging advanced SEO, PPC, and CRO strategies to boost revenue.

CORE SKILLS

- **Marketing & Growth:** Digital strategy, SEO (on-page & off-page), content marketing, PPC advertising (Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads), SEM, conversion rate optimization (CRO), email marketing automation, analytics & reporting, project management.
- **Technical & Development:** HTML, CSS, JavaScript, Python, WordPress development & customization, WooCommerce integration, responsive web design, Git version control, GNU/Linux.
- **Software Proficiency:** Google Analytics, Google Search Console, Semrush, Ahrefs, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Canva, Capcut, iMovie, Mailchimp, Zapier, Jotform, Intercom, Pipedrive, Duda, ChatGPT, ClaudeAI, Deep Seek, Excel, PowerPoint.
- **Languages:** Romanian (Native), English (Fluent - C2), Italian (Fluent - C2), Spanish (Intermediate - B2).

PROFESSIONAL EXPERIENCE

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

- Secured and maintained strategic partnerships with Booking.com, Airbnb, Expedia, Agoda, VRBO, and 150+ OTAs, leveraging marketing initiatives to transform these collaborations into profitable revenue streams.
- Developed and implemented comprehensive digital marketing strategies, achieving a 40% increase in website traffic and a 25% growth in lead generation.
- Optimized SEO performance, securing consistent first-page rankings for high-value keywords and increasing visibility in 10+ languages by over 20% each, driving global engagement.
- Designed and led multichannel marketing campaigns, integrating SEO, social media, paid media, and content marketing to maximize brand exposure.
- Automated 60% of manual processes using AI-driven tools, boosting operational efficiency and reducing workload.
- Increased email open rates by 70% through personalized, segmented campaigns and data-driven content optimization.
- Redesigned UX/UI to enhance user experience, resulting in a 25% boost in user engagement and a more seamless partner experience.
- Led and mentored a team of 8 marketing professionals, fostering skill development in SEO, content strategy, paid advertising, and automation.

Chief Marketing Officer | OctoTable - Rome, Italy (June 2023 - Present)

- Scaled platform adoption by 35%, using strategic content marketing, SEO, and targeted digital advertising.
- Developed multilingual marketing strategies, driving a 20% increase in international customer acquisition.
- Strengthened product positioning through high-impact campaigns, brand storytelling, and optimized lead generation funnels.

SELECTED PROJECTS

Kiki's Nail House – Full Website Design, SEO and Branding (Feb 2025) | www.kikisnailhouse.it

- Developed an SEO-optimized site with a structured service menu for local search visibility.
- Created logo, business cards, marketing materials, and branded bags.

Octorate – Full Website Redesign and Multilingual SEO (Jan–Feb 2025) | www.octorate.com

- Redesigned Octorate's website, optimizing 30 pages in 10 languages with improved UX, site architecture, and SEO.

SOS Traslochi – Full Website Redesign, SEO and Automated Quote System (Jan 2025) | www.sostraslochi.it

- Developed a modern site with an automated quote system, enhancing branding, SEO, and lead generation.
- Created logo, business cards, marketing materials, and branded t-shirts.

OctoTable – Full Website Redesign and Multilingual SEO (Nov–Dec 2024) | www.octotable.com

- Revamped UI/UX, optimized SEO in 4 languages and site speed, improving engagement and conversions.

Sunny Grooming & Spa – Full Website Design, SEO and Branding (Jul 2025) | www.sunnygrooming.it

- Built a local SEO-optimized site with an online booking system for better customer engagement.
- Created logo, business cards, marketing materials, and branded bags.

EcoClima DMS – Full Website Design, SEO and Branding (Jun 2025) | www.ecoclimadms.it

- Created a responsive, lead-focused site with SEO-driven content and keyword optimization.
- Created logo, business cards, and various marketing materials.

Anelleria 925 – E-Commerce Development, SEO and Branding (Jan–Feb 2024) | www.anelleria925.it

- Designed a full e-commerce site with SEO-optimized product pages and brand identity.
- Created logo, business cards, marketing materials, and branded bags.

SELECTED PROJECTS

- **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)

OUTSIDE OF WORK

Enough about my professional side! Now let's talk about the real me. I'm the kind of person who gets emotionally wrecked by Dostoevsky, questions reality with Orwell, ponders the nature of existence with Plato, and then catapults myself into the future with Asimov – because why stick to one genre when you can live in all of them?

I love reading, writing, and dreaming of a better world, torn between rationality and romanticism, much like the protagonists of my favorite books. Space fascinates me, not just as a scientific frontier but as a reminder that the universe is vast, unexplored, and full of stories waiting to be told.

I overanalyze movie plots like a literary detective, find meaning in the most obscure references, and believe that imagination is the only real superpower. Life's too short to accept things as they are—I'd rather question, dream, and jump from one philosophical rabbit hole to another, never quite landing but always exploring.

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.