

ALIN GRIGORAS

MARKETING MANAGER | SEO EXPERT | GROWTH MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Marketing Manager specialized in SEO and growth strategy for SaaS and hospitality tech. I manage marketing operations for three companies within **Dylog Group**, a leading Italian tech company with annual revenues exceeding **€360M**. By combining multilingual SEO, paid media, automation, and CRO, I've driven measurable international growth, achieving **+550% organic traffic**, **9.8K+ new conversions**, and over **€3.6M in attributed revenue**, while improving lead quality and engagement across global markets.

CORE SKILLS

- **SEO & Growth Strategy:** Advanced on-page, off-page, technical, multilingual, GEO, and AIO SEO. Site audits, migrations, structured data, keyword strategy, Core Web Vitals, CRO.
- **Performance Marketing:** Full-funnel strategy, international paid campaigns (Google, Meta, LinkedIn), AI-driven automation (ChatGPT, Claude, Zapier), and conversion tracking.
- **Analytics & Tools:** Google Analytics 4, Tag Manager, Looker Studio, Screaming Frog, Python, HTML/CSS, JS, Pipedrive, Intercom, WordPress, WooCommerce, Elementor.
- **Languages:** Romanian (Native), English (C2), Italian (C2), Spanish (B2).

PROFESSIONAL EXPERIENCE

Chief Marketing Officer - Octorate (part of Dylog Italia S.p.A.) - Rome, Italy (May 2022 - Present)

Octorate is a hospitality SaaS platform offering a unified property management system, channel manager, and booking engine for hotels and short-term rentals.

- Increased visibility by **+263%**, organic traffic by **+550%**, and average SERP ranking by **+18% YoY** through a unified SEO and paid media strategy.
- Managed **€254K in ad spend**, generating **9.8K qualified conversions** at **€25.81 CPA**, driving **€3.4M+ in new revenue** with a **13x ROAS**.
- Improved lead funnel efficiency, raising key event rate by **+21.8% YoY** and growing direct and referral leads by **+20%** and **+68%**.
- Expanded reach through **AI-based discovery channels** (ChatGPT, Perplexity, Gemini, Copilot), achieving a **+920% increase in sessions** and **+1,590% engagement growth YoY**.

Chief Marketing Officer - OctoTable (part of Dylog Italia S.p.A.) - Rome, Italy (May 2022 - Present)

OctoTable is a restaurant management platform that provides online booking, table management, and digital ordering tools for restaurants across the globe.

- Boosted visibility by **+700%**, traffic by **+400%**, and average ranking by **+55%** through **multilingual SEO** and localized content targeting worldwide markets.
- Invested **€62.7K in paid media**, generating **2.8K conversions** at **€22.40 CPA**, and delivering **€240K+ in recurring revenue** with a **4x ROAS**.
- Increased total leads by **+40% YoY**, driven by **+409% organic** and **+2,050% referral growth**, strengthening inbound demand.
- Established early visibility in **AI-driven search**, achieving **+1,700% more sessions** and **+1,470% engagement growth** from emerging discovery platforms.

Chief Marketing Officer - OK Home (part of Dylog Italia S.p.A.) - Rome, Italy (April 2025 - Present)

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.

- Rebuilt the website, SEO content, booking flow, and analytics tracking, improving **conversion rates by 90%**.

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

- Directed the full digital transformation and brand repositioning of a luxury hotel in central Rome, evolving its online image from standard 3-star visibility to boutique-level recognition.
- Increased the Booking.com score from 8.7 to 9.4 and maintained it consistently over 3+ years through optimized review management and guest experience strategy.
- 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, boosting organic conversions and brand visibility across key international markets.
- Optimized OTA listings and managed multi-channel campaigns (Booking.com, Expedia, Google Ads, Meta), achieving a 35% reduction in commission costs via higher direct conversion rates.
- Launched targeted newsletters and social media campaigns that enhanced guest retention and repeat bookings by over 30%.

KEY PROJECTS & WEBSITE TRANSFORMATIONS

OK Home – Full Website Design and SEO (Jul-Aug 2025) | www.okhome.it

- OK Home's property management platform with a new website, improved booking flow, and integrated analytics tracking. Enhanced UX and funnel efficiency, quadrupling monthly demo bookings.

My Tiny Concierge – Full Website Design and Multilingual SEO (Apr-May 2025) | www.mytinyconcierge.com

- Redesigned the full website for a Rome-based travel service. Developed 96 localized pages in 3 languages using WordPress/Elementor. Enhanced UX and booking flow with modern design and integrated reservation systems.

OctoTable – Full Website Redesign and Multilingual SEO (Mar-May 2025) | www.octotable.com

- Led the full redesign of a restaurant booking platform. Created 31 SEO-optimized pages in 4 languages targeting European restaurant owners. Focused on performance, positioning, and UX using WordPress and Elementor.

My Tiny Home – Full Website Design and SEO (Mar-Apr 2025) | www.mytinyhome.com

- Developed a multilingual website for a Rome-based accommodation brand. Delivered 30 SEO pages showcasing 1-19 guest properties with booking integration and full WordPress/Elementor functionality.

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

- Executed a full redesign for Octorate's hospitality SaaS platform. Built 48 SEO pages in 10+ languages, showcasing PMS and booking solutions. Focused on performance, clarity, and international scaling.

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)
- **OpenAI Prompt Engineering and Testing | Luiss Opportunity** Rome, Italy (2021 - 2023)
- **42 Coding School - Luiss EnLabs** | Rome, Italy (2020 - 2023)