

Cristiana Cantomelo

Senior SEO Manager / SEO Lead

Off-page SEO · Digital PR · Publisher partnerships

Portugal · Open to international remote employment

cantomello@gmail.com · linkedin.com/in/cantomelo · cantomelo.com

PROFESSIONAL PROFILE

Sales > media buying > affiliates > SEO

SEO strategist specialising in off-page SEO, digital PR and publisher partnerships, with 7+ years in SEO and 10+ in digital marketing. Has owned market-level strategies, portfolio priorities and acquisition budgets, combining commercial negotiation with campaign delivery and quality control. Experience across Brazil and Portugal, UK finance and Japanese-language projects. Promoted into SEO leadership at KaFe Rocks, recruiting and directly managing one team member. Earlier sales, media buying and affiliate roles underpin a commercially focused approach.

PROFESSIONAL EXPERIENCE



Senior Off-Page SEO Manager

Mar 2024 – Apr 2026 · Full-time · Remote

- Owned off-page strategy for Portugal and Brazil, adapting publisher research, negotiation, budgets and acquisition plans to two distinct media markets.
 - Evaluated sponsored articles, branded channels and publisher-hosted subfolders for editorial control, exclusivity, link attributes and commercial risk.
 - Worked with on-page, technical, content, analytics and finance teams on localisation, publication QA and indexation. Flagged search-intent, translation and mobile usability issues and coordinated Portuguese writers and briefs.
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KaFe Rocks (now Time2Play)

Jul 2019 – Dec 2023 · Full-time · Remote

Off-Page SEO Lead · Jan 2023 – Dec 2023

Senior Online Marketing Manager · Jul 2019 – Jan 2023

- Owned off-page strategy for five Brazilian affiliate sites, plus casinocontaatras.com. Set site and page priorities and allocated budgets across publishers, agencies and editorial content.
 - Negotiated a site-wide main-navigation partnership with iG for confiavel.com in 2021, plus footer placements with Gazeta do Povo and Tribuna do Paraná.
 - Ran outreach for research co-developed with on-page and PR leads, earning citations from 33 Brazilian publishers in 2021–2023, including Terra, Metrôpoles and Olhar Digital.
 - Promoted to Off-Page SEO Lead in 2023, formalising existing strategic ownership; recruited and directly managed one hire. Managed agencies and writers and coordinated link building for two Japanese-language sites.
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SELECTED FREELANCE EXPERIENCE

Contracts undertaken alongside full-time employment.



North Star Network

Off-Page SEO Lead · Jun 2024 – Apr 2025

- Owned link-building strategy across six Brazilian and Portuguese sports-media properties and publisher-hosted betting sections. Managed a six-figure link-acquisition budget across agencies and direct publisher relationships.
- Balanced relevance, editorial standards, price and risk when selecting publishers. Managed monthly orders, publication and indexing checks and invoice reconciliation; reallocated spend as costs changed and chased or replaced missing placements.



MJ Group (TradingGuide)

Off-Page SEO Lead · Nov 2022 – Mar 2024

- Led publisher acquisition and outreach for a UK trading-platform comparison site. Researched business and finance titles, negotiated with suppliers and coordinated writers and editorial delivery.
- Prioritised relevant topics and publishers with genuine readerships. Checked every publication for topic, placement and page quality, securing corrections or replacements where delivery fell short.

EARLIER CAREER



iDigitalMedia · Affiliate Manager · Aug 2018 – Apr 2019



Clever Advertising Group · Media Buyer and Account Manager · Mar 2016 – Aug 2018



Dermofarm · Regional Commercial Manager · Jan 2012 – Feb 2016

Commercial and client-facing experience across regional sales, media buying, account management and affiliates, informing budget decisions, negotiation and partner relationships.

SKILLS & TOOLS

Strategy: off-page SEO, competitive analysis, market prioritisation, authority development, digital PR, publisher partnerships and editorial link acquisition.

Management: budget planning, commercial negotiation, people management, agency and supplier coordination, campaign QA and reporting.

Tools: Ahrefs, Semrush, Google Search Console, Majestic, Moz, BuzzStream, Hunter.io, Surfer SEO and Asana.

AI: Claude Code, Claude, ChatGPT and Gemini for research, prototyping and workflow experiments.

Learning: AI search visibility (GEO/AEO), through active learning and experimentation.

EDUCATION

Bachelor's (Licenciatura) in Public Relations · Universidade da Maia · 2008–2011

Erasmus final year: Universitatea din Oradea, Romania.