Vera Rocha

Growth Marketing · SEO · AI Search

Growth marketer specialising in technical and international SEO

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Available now · Remote (Europe and international) or Portugal

PROFILE /

Growth marketer with five years in SaaS and international digital businesses. At Piktalent I led the website, SEO and conversion paths while organic search grew from about 600 to about 70,000 sessions a month in 18 months. I work where growth, search and technology meet: multilingual site architecture, migrations, analytics and AI-assisted development, from diagnosis to implementation.

01 DIAGNOSE | 02 DESIGN | 03 IMPLEMENT | 04 VALIDATE

SELECTED RESULTS · PIKTALENT /

600 → 70,000
ORGANIC SESSIONS A MONTH, IN 18 MONTHS

497,000
ORGANIC SESSIONS IN 2024 (GA4)

46 → 1,016
NEW STUDENTS A MONTH, FIRST SIX MONTHS



"...helped our team reach more than one million users organically."
Jose Antonio Jimenez Lama, CMO & Product Owner, Piktalent.com (LinkedIn recommendation)

EXPERIENCE /

Growth Marketing Manager & Web Specialist — 4 YEARS
The Student Mobility Group · Seville, Spain (Remote) · **Jun 2022 – Sep 2026**

Growth and web lead for the group's brands, with Piktalent (Erasmus+ mobility and internship platform) as the main focus, alongside Spain Internship and Internships USA.

- Led the website, SEO and conversion paths for Piktalent: organic search grew from 598 to 69,905 sessions a month (Apr 2023 – Oct 2024) and reached 496,833 sessions in 2024 (GA4; team outcome).
- Built the country and field landing pages, student and company conversion paths, and the technical, on-page and content SEO behind them: new student sign-ups rose from 46 to 1,016 a month in six months, then held at 1,150–1,780 through 2025.
- Set up and ran GA4 and monthly KPI reporting across the group's sites.
- Helped reposition Piktalent from internship board to full-service Erasmus+ mobility provider across site architecture, messaging, content and user journeys.
- Led an international SEO investigation (4,800+ URLs, 6 languages): found 612 pages Google barely saw, traced the cause to how the site was built, and implemented the indexing fix.
- Diagnosed, specified and implemented (AI-assisted, in Lovable) the redirect and URL architecture for Spain Internship's multilingual migration: 2,000+ historical URLs, 6 languages.
- Created the brand identities, website UX/UI, content, social media, video and print for the group's brands.
- Recruited, trained and supervised 10+ international content and social media interns (up to 3 at a time), in person and remotely.

Digital Marketing Specialist Intern (SEO)

PROMOTED

The Student Mobility Group · Seville, Spain (Remote) · **Oct 2021 – May 2022** · Promoted to Growth Marketing Manager & Web Specialist in June 2022

SEO Specialist (Freelance)

IN PARALLEL

Leadhackers · Seville, Spain · **Jun 2022 – Jun 2025** · Freelance, in parallel with The Student Mobility Group

- Technical and on-page SEO for B2B and B2C clients: audits, Schema, internal linking, Core Web Vitals and content optimisation.
- AI-assisted keyword research and content workflows.
- SEO audits and KPI reporting (Screaming Frog, GA4) turned into prioritised, ROI-focused recommendations.
- Link-building campaigns for client sites.

SKILLS /

GROWTH & SEO	Organic growth strategy · Technical SEO · International SEO · Site migrations · CRO · Conversion paths
AI & AUTOMATION	GEO / AI search visibility · AI-assisted research and content workflows · Lovable (AI-assisted development) · ChatGPT · Gemini · Perplexity
DATA	GA4 · Google Search Console · Looker Studio · Ahrefs · Semrush · Screaming Frog · SQL and Python (working knowledge)
UX & TECHNICAL	Figma · UX/UI prototyping · HTML/CSS · Cloudflare

EDUCATION /

MASTER'S	**MSc in Marketing — B2B Major** · University of Maia, Portugal · 2018–2021 Thesis: “UX Evaluation of University Websites with Webcam Eye-Tracking” — 19/20
ERASMUS+	**MSc, Erasmus+ — Marketing Digital y Analítico** · Universidad de Murcia, Spain · 2019–2020
BACHELOR'S	**BSc in Human Resource Management** · University of Maia, Portugal · 2016–2018

CERTIFICATIONS /

DATA	Big Data & Cloud Computing (360 h) · Data-Driven Marketing (116 h)
UX & CODE	UX/UI Designer (325 h) · Introduction to Coding — HTML, CSS, JavaScript
MANAGEMENT	Agile Management (60 h)
ENGLISH	EF SET English Certificate — C1 Advanced (2020, efset.org/cert/osaoTY)

LANGUAGES /

SPOKEN	Portuguese — Native · English — C1 Advanced (EF SET) · Spanish — C1

Bring me a problem.

The messy version is fine. veraregina.rocha@outlook.pt · verareginarocha.com