Larissa Rodrigues Scariel Dias

Content Strategy & Operations | SEO & GEO | Link Building and Digital PR

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SUMMARY

Content professional with 5+ years of experience, including 3+ years focused on SEO, link building, and digital PR. I run end-to-end B2B content operations: brand voice governance, multichannel editorial planning, search-optimized production, and audience growth through partnerships with publishers and creators. Experienced in regulated industries — tax, accounting, and fiscal content — and in SaaS. B.A. in Languages (Portuguese and French) from UNIFESP. Instructor of the free SEO course at SendPulse Academy, a platform with 20,000+ enrolled students. Fluent in English, intermediate French.

PROFESSIONAL EXPERIENCE

Content & SEO Strategist | Quickin.io — HRTech B2B SaaS 07/2026 – Present

Sao Paulo, Brazil · Hybrid · Contract

- Rebuilt the brand voice guidelines after auditing the previous version: from 46 overlapping sections to 10 with no redundancy, replacing abstract guidance with testable rules, per-channel formality calibration, and non-negotiable criteria for source citation and claim verifiability.
- Designed the multichannel editorial calendar, with the blog anchor topic cascading into Instagram and LinkedIn, and content pillars defined by objective and by spokesperson.
- Built the content inventory (226 URLs) with topic clustering, keyword cannibalization detection, and the 301 redirect map for the platform migration.
- Led the technical audit and the review of every page on the site, and the migration map to the new platform, prioritized by risk ahead of go-live.
- Validated the migration after launch: all 236 legacy blog URLs land on the right post, broken internal links went from 422 to zero, and the Ahrefs site health score rose from 39 to 98.
- Write blog articles driven by keyword research, SERP analysis, and on-page optimization — topics chosen from reader problems and product milestones.
- Lead link building, digital PR, and content partnerships with leading HR publishers and creators: I define the partnership strategy, align editorial direction directly with partners, and approve content before publication.
- Set up rank tracking (40+ terms) and brand-citation tracking in AI search responses (GEO).
- Build leadership-facing results reports from data I cross-reference across Search Console, GA4, Ahrefs, and Meta.
- Develop scripts for video, Reels, and creator campaigns, plus email marketing sequences and newsletters.
- Ghostwrite content for the CEO's personal LinkedIn.

Business SEO Analyst | SendPulse 07/2023 – 06/2026

Sao Paulo, Brazil · Remote · Contract

- Led Link Building and Digital PR strategy for the Brazilian market, prospecting and analyzing 9,200+ websites by DR, organic traffic, and keyword rankings to prioritize partners — using BuzzStream, Snov.io, and Ahrefs.
- Negotiated and managed 190+ content partnerships across guest posts, sponsored editorials, and link exchanges, prioritizing quality and topical relevance over volume.
- Secured editorial placements in technology publications, including coverage on TecMundo.
- Served as instructor for the free SEO course at SendPulse Academy: 11 certified modules covering ranking factors, keyword research, on-page and off-page SEO, artificial intelligence applied to search, and performance measurement, for a base of 20,000+ students.
- Produced and optimized SEO content in Brazilian Portuguese, applying keyword research, search intent mapping, and on-page best practices.
- Built and maintained SEO dashboards and recurring reports in Looker Studio, GA4, Google Search Console, and Ahrefs, presenting results, insights, and improvement plans to stakeholders.
- Invited as expert speaker for SendPulse Brazil webinars on link building strategy.

SEO Analyst | Agencia Moonflag 02/2023 – 06/2023

Sao Paulo, Brazil · Hybrid · Full-time

- Managed SEO planning for a portfolio of 60+ concurrent clients using SEMrush, SEOquake, and Mozbar.
- Distributed topics and target keywords to the writing team, then reviewed and approved every deliverable before client handoff.
- Published content on WordPress with originality checks and on-page scoring via Yoast.

- Created and deployed email marketing campaigns via RD Station and reviewed social media content.

SEO Content Writer | 3MIND Marketing & Tecnologia — Freelance 11/2020 – 01/2023

Remote · Accounting, industrial, e-commerce, and gaming clients

- Produced specialized content for regulated industries across nine accounting and financial brands: state VAT (ICMS) rate changes, Brazilian data protection law (LGPD), national e-invoicing standards, tax regimes, industrial tax exemptions, rural taxation, financial BPO, and hybrid work contracts — sourced from primary government references.
- Wrote SEO-optimized English-language articles for an international gaming brand, working from briefs with primary and secondary keywords, outline, meta description, and defined URL.
- Ran SEO planning workflows with Google Search Console, Google Trends, and keyword research, ensuring consistent on-page implementation.

Influencer Marketing & Bilingual Content | Shoplio · IdNation 01/2022 – 09/2022

Sao Paulo, Brazil · Full-time and contract

- Sourced and vetted influencers by engagement rate, audience credibility, and fake-follower detection; wrote campaign briefs and tracked per-campaign performance using Google Analytics.
- Created PT/EN social media content for Tramontina USA and Tramontina Canada, adapting tone, language, and cultural references for each market.

Copywriter & Content Writer | B.Repense Comunicacao · RelatioNOW 07/2022 – 03/2023

Sao Paulo, Brazil / Remote · Contract and freelance

- Planned monthly editorial calendars and wrote captions, scripts, and social copy in distinct brand voices; wrote press releases, opinion pieces, and copy for clients in technology, ESG, agile methodologies, and corporate learning.

Proofreader and Subtitler | Skylar — Freelance 06/2020 – 01/2024

Remote

- Post-edited and quality-checked subtitles for USP Esalq MBA courses, covering translation, language standardization, and copyediting.

EDUCATION

B.A. in Languages: Portuguese and French | UNIFESP — Federal University of Sao Paulo 2016 – 2024

- Co-authored an academic article published in Cadernos Academicos — Conexoes Literarias, supported by the Sao Paulo State Government and SP Leituras. ORCID registered.
- Published poetry in a bilingual Portuguese/French anthology.
- Volunteer teaching assistant in French Literature: organized cultural events, study groups, and lectures.

CERTIFICATIONS

- SendPulse Academy — SEO Course (instructor)
- Goobec Brasil — Complete SEO (68 hours)
- Aldeia Digital — Bootcamps in SEO, Digital Marketing, Social Ads, and Google Ads
- SEO Liddi — Technical SEO

TOOLS

SEO and analytics: Ahrefs · SEMrush · Google Search Console · Google Analytics (GA4) · Looker Studio · Screaming Frog · SEOquake · Mozbar · Yoast SEO

Link building and outreach: BuzzStream · Snov.io · LinkedIn

Content and CMS: WordPress · Wix · RD Station · Excel

Applied AI: Claude · ChatGPT — research workflows, content structuring, and outreach at scale

LANGUAGES

Portuguese: native · English: fluent · French: intermediate