

Valentina D'Orefice

SENIOR SEO & ORGANIC GROWTH LEADER · TECHNICAL SEO · AI SEARCH & LLM AUTOMATION ·
MULTI-LANGUAGE GROWTH

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London

PROFILE

Organic growth strategist with 15+ years' experience, including hands-on technical SEO leadership on large-scale, multi-language websites with 1M+ indexed pages, across highly regulated, high-competition international markets (gambling, recruitment, digital health). Leads complex SEO programmes end to end: from analysing large datasets into prioritised roadmaps, to owning landing page production in-CMS, to partnering with engineering on sitewide technical initiatives.

CORE COMPETENCIES

Technical SEO · Large-scale site management (1M+ indexed pages) · SEO roadmap prioritisation & large dataset analysis · End-to-end landing page production (CMS) · Multi-language / international SEO strategy · Generative Engine Optimisation (GEO/LLMO) & AI search · Custom LLM pipelines, APIs & data extraction at scale (Claude API, Claude Code, MCP, n8n, Python) · Cross-functional collaboration with product & engineering · Executive stakeholder reporting · Digital PR & authority building

WORK EXPERIENCE

Senior SEO Manager · *Gambling.com Group (Grandstand)*

London (Remote) · Jan 2024–Sep 2026

- Owned end-to-end SEO strategy and landing page production for the launch and scale of Casinos.com/it in the regulated Italian market: analysing large keyword and performance datasets to build a prioritised roadmap, defining content architecture, and producing pages via the in-house CMS.
- Ranked the site for major head terms in one of the most competitive regulated markets in Europe, combining technical SEO implementation with digital PR and authority-building strategy.
- LLM-powered tooling: conceived and built a proprietary LLM Optimisation (LLMO) dashboard, a custom pipeline integrating GA4, Google Search Console and Screaming Frog data via APIs at scale, tracking AI session share, AI-driven CVR and citation visibility across ChatGPT, Perplexity and Copilot. First internal tool of its kind at the group.
- Built agentic AI workflows with Claude and Claude Code to accelerate and scale team output: automated competitor research, keyword mapping pipelines, internal linking optimisation, and content QA loops.
- Drove technical SEO improvements and sitewide initiatives, including forensic analysis of cross-cluster domain devaluation patterns and spam query injection attacks corrupting Search Console data.
- Established cross-market SEO forecasting and reporting, translating organic performance into actionable insight for C-level stakeholders; led high-authority link acquisition and digital PR.

Content SEO Manager · *Compado*

London / Berlin (Remote) · Oct 2021–Dec 2022

- Owned multi-language SEO strategy across German, Swedish and French affiliate websites, driving revenue-focused organic growth through high-intent keyword targeting and conversion-focused landing page optimisation.
- Ran rapid test-analyse-optimize cycles across markets, scaling qualified organic traffic via strategic link acquisition and continuous performance monitoring.

Senior SEO Manager · *StepStone (Axel Springer)*

London · Nov 2017–Aug 2020

- Owned organic growth strategy for Europe's largest job marketplace, spanning multiple high-traffic international domains with well over 1M+ indexed pages, acting as primary SEO stakeholder partnering with product, engineering, editorial and marketing teams on technical solutions.
- Worked across both sides of the marketplace, covering both the B2C job seeker site and the B2B recruiter site.
- Led complex, enterprise-scale SEO projects end to end: technical optimisation, site architecture, crawlability and indexation management, and editorial governance; designed executive-level performance reporting.
- Planned and executed digital PR and authority-building campaigns securing high-quality backlinks at scale across European markets and languages.

Growth Manager · *StepStone (Axel Springer)*

San Francisco / London · Sep 2016–Feb 2017

- Developed SEO and ASO strategies for a job-matching app, driving user acquisition through data-driven content and app store optimisation.

Senior Content Marketing Manager • *PokerStars (Flutter)*

London • Feb 2011–Aug 2016

- Owned global content marketing strategy for one of the world's largest online poker and casino brands across multiple regulated markets; led and scaled an international team of six with multi-market budgets across acquisition, retention and brand.
- Delivered large-scale outreach, partnerships and sponsorship content to build domain authority and brand visibility.

SEO Executive • *Totaljobs Group*

London • Jan 2008–Feb 2011

- Optimised content for the UK's leading job board (large-scale, 1M+ page listings environment); supported international market launches with location-based keyword research and on-page SEO.

EDUCATION

MSc Bio Business • Birkbeck, University of London (2021–2023)

Postgraduate Diploma, Digital Media Management • Birkbeck, University of London (2011)

SKILLS, TOOLS & LANGUAGES

SEO & GROWTH	Technical SEO, on-page SEO & ASO, content architecture, internal linking, indexation & crawlability at scale, digital PR & link acquisition, analytics dashboard build (GA4, GSC, Looker Studio, Screaming Frog, Ahrefs, Semrush).
AI & AUTOMATION	Generative Engine Optimisation (GEO) & LLM optimisation (LLMO), custom LLM pipelines with the Claude API & Agent SDK, agentic workflow builds with Claude Code, MCP integrations, n8n automation, API-based data extraction at scale.
LANGUAGES	Italian (native), English (fluent), German (fluent), Spanish (intermediate), French (intermediate).