

SAULO DUTRA ÁLVARES

SEO Strategist | Content SEO | Technical SEO

Belo Horizonte, MG, Brazil

4+ YEARS

SEO EXPERIENCE

50+

INTERNATIONAL CLIENTS

100%

UPWORK JSS

TOP RATED

UPWORK

US\$50K+

EARNINGS

PROFESSIONAL SUMMARY

SEO Strategist with 4+ years of experience across content SEO, technical optimization, keyword research, link building, affiliate SEO, CRO, and AI-assisted workflows. Worked with 50+ international clients across cryptocurrency, iGaming, finance, business, HR, marketing, and other industries. Experienced in building SEO strategies from research to execution, auditing websites with Screaming Frog, developing SEO-focused websites, and creating AI automations for research, reporting, and content workflows.

Background in Psychology strengthens active listening, empathetic communication, and stakeholder management. Experienced working remotely with global teams across countries and time zones, with clear and reliable communication throughout projects.

PROFESSIONAL EXPERIENCE

Freelance SEO Strategist, Translator & Proofreader

Self-employed - Remote | Sept 2022 - Present

- Manage SEO strategy, content production, optimization, editing, and performance analysis for international clients.
- Conduct keyword research, competitor and SERP analysis, search intent mapping, content planning, and SEO audits.
- Use **SEMrush, Ahrefs, Screaming Frog, Google Search Console, GA4, and SurferSEO** to identify ranking opportunities and technical issues.
- Perform technical SEO analysis covering crawlability, indexation, internal linking, redirects, canonicals, metadata, orphan pages, and site architecture.
- Led the SEO strategy for **Vai Apostar** (www.vaiapostar.com), an affiliate gambling project that surpassed **2K monthly visits** within a few months, covering keyword research, competitor analysis, content planning, and link building.
- Built monthly link-building strategies for Vai Apostar: identified relevant publishers, evaluated opportunities, defined target portals, and intermediated placements to increase authority and organic traffic.
- Worked as an editor and SEO contributor for **CriptoFácil** (Clickout Media Ltda), across cryptocurrency and gambling verticals under **high YMYL editorial standards**; the site generated **tens of thousands of monthly visits**.
- Trusted with editing and optimizing high-value commercial **money pages**, among the content types most directly connected to site revenue.
- Collaborated with international agencies and companies including **Aplus, Better Collective, and Language Bear**.
- Translated and proofread technical, HR, marketing, financial, and commercial content between English and Brazilian Portuguese.
- Coordinated content workflows, revisions, approvals, and communication with clients and distributed teams.
- Served **50+ clients from different countries** while maintaining a **100% Upwork Job Success Score** and **Top Rated** status.
- Combine SEO performance goals with clear editorial structure, user experience, and conversion-focused content.

INDEPENDENT SEO & AFFILIATE PROJECTS

Founder - Review das Reviews

reviewdasreviews.com.br

- Built and manage a Brazilian review and affiliate platform combining **SEO, YouTube, product research, CRO, and monetization strategy**.
- Grew the website from approximately **300 to 400 and then 500 monthly visits** over successive months, maintaining consistent month-over-month organic growth.
- Built a related YouTube channel with **200K+ total views**, currently generating approximately **15K views per month**.
- Conduct keyword research focused on long-tail, low-competition, and commercially relevant opportunities using SEMrush, Ahrefs, SERP analysis, and competitor research.
- Plan product reviews, comparisons, informational content, and YouTube strategies for organic traffic and affiliate conversions.
- Analyze search intent, competitors, content gaps, CTR opportunities, internal linking, and monetization potential before content production.

Review das Reviews - Automation & Analytics

- Built an **AI-powered YouTube comment auditing workflow using GPT Codex and Gemini** that navigates large volumes of comments and identifies recurring user opinions, complaints, advantages, and real-world product experiences.
- Use this automation to accelerate product research and produce reviews based more heavily on **real customer experience and practical feedback**.
- Built an automated **GA4 + Google Search Console reporting workflow** that generates weekly SEO and CRO insights.
- Use the reports to identify low-performing or **ghost pages**, organic traffic opportunities, ranking trends, and conversion issues across review pages.
- Analyze CRO factors such as CTA positioning, affiliate button placement, page structure, and potential conversion bottlenecks.

SEO WEBSITE DEVELOPMENT & TECHNICAL PROJECTS

- Build **SEO-optimized websites using Astro**, with lightweight architecture and direct deployment through **Cloudflare**.
- Developed **Local SEO-focused websites**, including **drasaraalvares.com.br**, **apartamentonaplantabh.com.br**, and other independent projects designed to rank for geographically targeted searches.
- Structure websites around keyword architecture, internal linking, crawlability, indexation, page hierarchy, metadata, and conversion paths.
- Use **Screaming Frog** for technical audits and ongoing optimization, including broken links, redirects, canonicalization, orphan pages, crawl depth, metadata, and internal linking opportunities.
- Work with both **WordPress and modern static-site architectures**, selecting the stack according to SEO, performance, maintenance, and project requirements.
- Continuously develop independent SEO projects to test strategies in real environments rather than relying only on theoretical SEO recommendations.

ACADEMIC BACKGROUND

Bachelor's Degree in Psychology

Universidade FUMEC - Belo Horizonte, Brazil | Feb 2019 - Dec 2023

Training in active listening, structured interviewing, group facilitation, research, and communication with different profiles and communities. Presented research at the 1st Congress on Spirituality and Psychology in Minas Gerais.

OTHER RELEVANT ACTIVITIES

- Live Interpreter at **Brazil Game Show (BGS)**, the largest gaming fair in Latin America.
- Experience translating and adapting HR, marketing, technical, financial, and commercial content.
- Ongoing development of independent websites, content properties, YouTube projects, and SEO experiments.

LANGUAGES

Portuguese: Native | **English:** Fluent (C1/C2)

SKILLS

SEO Strategy & Execution: SEO Strategy, Content SEO, Technical SEO, Local SEO, SEO Content Writing & Editing, Keyword Research & Search Intent Analysis, Competitor & SERP Analysis, Link-Building Strategy & Publisher Prospecting, Internal Linking & Site Architecture, Affiliate SEO & Monetization, Conversion Rate Optimization (CRO)

SEO & Analytics Tools: SEMrush, Ahrefs, Screaming Frog, SurferSEO, Google Search Console, Google Analytics 4

AI Tools & Automation: ChatGPT, GPT Codex, Gemini, AI Workflow & Automation

Web & CMS: WordPress Content Management, Astro, Cloudflare

Content & Localization: Translation (EN ↔ PT-BR), Proofreading & Localization, Interview Facilitation & Active Listening

Project Management & Collaboration: Notion, Google Docs, Google Sheets, Microsoft Office Suite