

Alicia Klug

FULL-STACK MARKETING | SEO · GROWTH · AI SEARCH

Marketing professional with a Design degree from the Federal University of Technology – Paraná (UTFPR) and experience in digital growth strategies for technology companies.

Multidisciplinary work that brings together SEO, AI search, demand generation, paid media, analytics, automation and digital experience. Experienced in building data-driven strategies, optimizing acquisition journeys and implementing solutions that connect marketing, design and technology.

EMAIL

alicia_klug@me.com

LOCATION

São Carlos, São Paulo — Brazil

LINKEDIN

linkedin.com/in/alicia-klug

PORTFOLIO

behance.net/alicia-klug

PROFESSIONAL EXPERIENCE

Mar 2024 – Present
Remote

Pontotel | Grupo Sankhya

HR Tech · B2B SaaS

Marketing Analyst (Mid-level I)

Mar 2026 – Present

Work across SEO, digital growth, measurement and demand generation, focused on bringing content, technology and performance together.

- Developed acquisition and demand generation strategies combining organic channels, paid media, interactive content and marketing automation.
- Planned initiatives to recover and strengthen organic visibility in response to the changes brought by Google AI Overviews and generative search platforms.
- Took part in website architecture and evolution projects, focused on technical SEO, URL structure, redirects, structured data and performance.
- Implemented and validated conversion events, dataLayer and measurement integrations using GA4 and Google Tag Manager.
- Developed analyses and campaign optimization initiatives to support investment decisions and the generation of sales opportunities.
- Temporarily coordinated day-to-day marketing operations during the direct manager's absence, keeping deliveries on track and projects aligned.

Marketing Analyst (Junior III)

Aug 2025 – Feb 2026

- Structured AI Search initiatives to expand Pontotel's presence in ChatGPT, Perplexity and Google AI Overviews.
- Built analyses and dashboards to monitor organic visibility, including People Also Ask, featured snippets and AI-generated answers.
- Applied generative AI and prompt engineering to research, production, review and optimization of content at scale.
- Prepared competitive analyses, benchmarks, battlecards and ideal customer profile (ICP) studies to support positioning and prospecting strategies.
- Supported brand activations during the Sankhya Connection event.

Marketing Analyst (Junior II)

Feb 2025 – Aug 2025

- Planned and executed SEO and inbound marketing strategies, including content optimization, link building and identification of organic opportunities.
- Developed segmented nurturing, automation and remarketing flows for different stages of the sales funnel.
- Wrote copy for landing pages, email campaigns and WhatsApp communication, balancing conversion goals and brand positioning.
- Worked with Sales, SDR and Product teams to align messaging, journeys and lead qualification criteria.

Marketing Analyst (Junior I)

Mar 2024 – Feb 2025

- Contributed to the SEO strategy during a 213% growth cycle in the company's organic traffic, from 776K to 2.4M monthly sessions.
- Produced and optimized content and landing pages focused on search intent, on-page SEO and internal linking.
- Supported lead generation campaigns and acquisition initiatives across organic and paid channels.
- Implemented automations and segmentation using ActiveCampaign and Zapier.
- Monitored acquisition, behavior and conversion metrics in Google Analytics 4.

KEY RESULTS AND PROJECTS AT PONTOTEL

+213% organic traffic

Growth recorded while on the SEO team, from roughly 776K to 2.4M monthly sessions.

LANGUAGES

Portuguese

Native

English

C2 Proficient

SKILLS

Strategy and growth

SEO AI Search Growth Marketing
Demand Generation
Inbound Marketing Content Strategy
CRO

Data and measurement

Google Analytics 4
Google Tag Manager
Google Search Console
Looker Studio Funnel Analysis
Conversion Tracking

Media and automation

Google Ads Meta Ads
LinkedIn Ads ActiveCampaign
Zapier n8n

Design and experience

Adobe Creative Cloud Figma
Visual Identity Graphic Design
UX/UI Landing Pages

Marketing technology

Technical SEO WordPress
HTML/CSS API Integrations
Generative AI Prompt Engineering

285 leads from ChatGPT

Leads attributed to the channel, with 101 sales opportunities recorded in the period analyzed.

Expansion into AI Search

Helped structure a dedicated workstream for visibility in generative search engines and for tracking its impact on organic acquisition.

Oct 2022 – Oct 2023

Remote

iCount Plus

Online accounting SaaS

Marketing and Digital Media Analyst

Integrated work across design, digital communication, acquisition campaigns and conversion optimization.

- Planned and executed content and digital presence strategies, bringing together visual identity, communication and organic growth.
- Owned the design of assets used in campaigns, social media and corporate materials.
- Planned, ran and monitored Google Ads and Meta Ads campaigns.
- Built landing pages and funnel optimizations focused on lead generation.
- Analyzed performance and prepared reports to support communication and investment decisions.

REPORTED RESULTS

+20% traffic from campaigns.

+15% lead generation.

+25% landing page and funnel conversions.

+30% campaign efficiency.

Feb 2023 – Apr 2023

Remote

SEO Company OC

Digital marketing agency — California, United States

Freelance Graphic Designer

- Designed advertising materials for the US market, including billboards, digital ads and social media assets.
- Created and adapted assets focused on visual communication, brand consistency and business goals.
- Produced materials in English using Adobe Illustrator, Photoshop and InDesign.

Feb 2021 – Nov 2021

Remote

Unigranrio | Afya

Higher education

Junior Consultant, Media and Digital Marketing

- Designed graphic assets and digital campaigns for multiple communication channels.
- Monitored and optimized paid media campaigns based on performance metrics.
- Prepared reports and presented results to support the marketing team's decisions.
- Took part in acquisition optimization initiatives that reduced customer acquisition cost (CAC) by 15%.

EDUCATION

2018 – 2024

Curitiba, Paraná

UTFPR

Federal University of Technology – Paraná

Bachelor's Degree in Design

- Final thesis graded 10.0 out of 10.
- Academic performance coefficient (CRA): 0.8966.
- Class ranking: 130th out of 674 graduates, roughly the top 20%.