

RENATA WEBER

Technical SEO Lead · Search Fundamentals & Infrastructure · Experimentation

Santa Catarina, Brazil | +55 48 99812-6794 | seo.renataweber@gmail.com | linkedin.com/in/renata-weber

CORE STRENGTHS

- Technical SEO infrastructure
- Crawl budget & indexing
- Site migrations & canonicalization
- Structured data (JSON-LD)
- International SEO (hreflang)
- A/B & multivariate experimentation
- Developer-docs SEO
- AEO / GEO (AI search)

TOOLING

Technical SEO

- Screaming Frog
- Google Search Console
- Ahrefs & Semrush
- Log file analysis
- DataForSEO

Analytics & Experimentation

- GA4 & Looker Studio
- BigQuery (SQL)
- A/B testing & stats

AI / GEO

- Tess AI (Pareto)
- Claude / ChatGPT
- Perplexity
- Ahrefs Brand Radar

Docs & Web

- ReadMe (dev docs)
- React + TypeScript
- HTML / CSS / JS

LANGUAGES

Portuguese — Native

English — Advanced (C1)

Spanish — Intermediate

German — Intermediate

French — Basic

PROFILE

Technical SEO specialist with 5 years of experience owning organic search across e-commerce, content and developer-documentation properties, in multiple languages. I lead SEO at Pareto, an AI company, and my work is grounded in search fundamentals: crawl budget, indexing, rendering of JavaScript-heavy sites, structured data (JSON-LD), canonicalization, redirects, site migrations and Core Web Vitals. I take a data-driven, experiment-led approach — running controlled A/B tests with statistical rigor — and partner closely with engineering, content and data teams. I also work at the edge of AI search (AEO/GEO), but the foundation is classic technical SEO done well. Background in Electrical Engineering and Data Science underpins the technical and analytical side.

EXPERIENCE

Growth Coordinator — SEO, Content & Paid Media

Pareto (AI company) · Remote (Rio de Janeiro, BR) · Jun 2025 – Present

- Lead SEO at an AI company, owning technical SEO across multiple properties: structured data, canonicalization, crawl/indexing analysis, redirects and Core Web Vitals.
- Optimised developer documentation (ReadMe) and technical content for developer audiences and search discovery.
- Design and analyse A/B experiments on conversion flows with attention to significance and sample sizing; built ROI measurement with multi-channel tracking.
- Developed a methodology for AEO/GEO — optimising content structure and markup for AI Overviews and answer engines — as a complement to core search work.
- Use AI across the workflow for competitive benchmarking, programmatic SEO and audit automation.

Head of SEO, Experience & Technology

Grupo Voitto · Remote · Aug 2023 – Jul 2024

- Owned end-to-end technical SEO strategy across the company's web properties, plus CRO and UX.
- Led the technical SEO backlog with engineering and product: information architecture, indexing, crawling and Core Web Vitals.
- Partnered with engineering on site structure and performance; influenced cross-functional stakeholders.
- Built dashboards and reporting to track search visibility and organic performance.

SEO Product Owner & SEO Analyst

Grupo Voitto · Remote · Apr 2022 – Nov 2023

- Led international SEO across 8 languages — hreflang implementation, multilingual on-page and localization.
- Ran technical audits (Screaming Frog, GSC) and resolved indexing, duplicate-content and canonicalization issues.
- Built digital-PR and link-acquisition programs to grow authority. Started as R&D Intern (2021): technical content writing, optimisation and translation (EN, ES, DE).

EDUCATION

- **B.Sc. in Data Science** — XP Educação, 2023–2027 (in progress).
- **B.Sc. in Electrical & Electronics Engineering** — IFSC (Federal Institute of Santa Catarina), 2018–2024.

INDUSTRIES

SEO across SaaS/tech, e-commerce and content, plus real estate, logistics, fashion, travel, food, education, legal and B2B/B2C — in multiple languages.