

Andrea Feliú

Senior SEO/AEO Editor

San José, Costa Rica • [linkedin.com/in/andrea-feliu](https://www.linkedin.com/in/andrea-feliu)

Senior SEO content editor with 4+ years of dedicated SEO experience and 7+ years total in content and editorial roles optimizing content for regulated iGaming and sports betting industry. I've held #1 SERP rankings for over a year, edited content for both traditional rankings and AI-driven search (AI Overviews, featured snippets), and built an AI-assisted workflow that cut production time by more than 60%. Advanced English (C1), with 15 years working directly with US-based teams and clients.

AREAS OF EXPERTISE

- On-Page SEO
 - Search Intent Mapping
 - Keyword Research
 - Semantic Search
 - Competitor & SERP Analysis
 - SEMrush, Surfer SEO, GSC, GA4
 - Content Refresh & Re-Optimization
 - Content Briefing & Research
 - Content Editing & QA
 - E-E-A-T Framework
 - AI-Driven Search Optimization
 - AI-Assisted Content Workflows
 - Stakeholder Collaboration
 - Regulated iGaming Industry Experience
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KEY ACHIEVEMENTS

End to End Editorial Ownership: Owned SEO editorial execution for long-form content across major US brands collaborating with the SEO team on strategy and guidelines. Applied on-page optimization, content refresh, and AI overview best practices, guided by E-E-A-T principles. Created SEO-aligned content briefs for writers and ensured grammar and factual accuracy throughout.

Career Growth: Earned two promotions in three years at Gambling.com Group, advancing from Content Editor to SEO Editor to Senior SEO Editor, taking on greater SEO responsibility at each step while continuing to own content and editorial quality.

Process & AI Optimization: Built an AI-assisted content brief workflow using Claude, Semrush, and Surfer SEO, cutting brief production time from 8 hours to under 3 while keeping human review on every output.

PROFESSIONAL EXPERIENCE

Gambling.com Group

Senior SEO Editor

San José, Costa Rica

July 2023 - May 2026

- Owned Missouri's regulated market launch content and SEO strategy, from keyword research and content briefing through on-page optimization on 8 new long-form pages (2,500–3,000 words each), achieving and holding the #1 SERP position for over a year.
- Owned the content workflow for cluster pages targeting AI Overview and LLM visibility, from keyword research and brief creation through E-E-A-T optimization (expert commentary, statistics, graphics).
- Owned daily creation and re-optimization of a high-competition news-hybrid article to secure Google Top Stories placement, tracking CTR and rank via Google Search Console and SerpApi to prioritize prime positions (1–3) over lower-value placements.

- Identified and resolved keyword cannibalization in a net-new content strategy: Implemented a weekly redirect workflow that consolidated ranking signals and protected page authority.
- Trained and developed a team of three content editors on editorial standards, SEO best practices, brief creation, and QA workflows, raising content quality and promoting ownership within the team.

Publicis Groupe
Content Editor

San José, Costa Rica

November 2022 - July 2023

- Optimized on-page SEO, including title tags, header structure, and internal linking: Improved search visibility on a 50-page account migrated to a new proprietary CMS.
- Reviewed, edited, and fact-checked content for a healthcare client migration project: Maintained content accuracy and brand consistency on every page moved to the new platform.
- Managed content editing and component creation, ensuring media management and naming convention standards were upheld on all migrated pages.

RevMasters S.A.
In-House Writer

San José, Costa Rica

August 2022 - November 2022

- Wrote 20+ long-format pieces on major US sports leagues (NBA, NCAA, tennis, soccer) for the 2021–2022 season, including full season recaps covering the latest news and trends within the industry.
- Partnered with the SEO Strategy team on an E-E-A-T signal project, publishing 5+ trend industry pieces weekly to build topical authority and trust signals.
- Optimized SEO metadata for a major US sports betting affiliate YouTube channel, resulting in increased visibility and engagement.

Advision Development
Content Editor

San José, Costa Rica

August 2021 - August 2022

- Contributed to the editorial team for an iGaming website, editing, fact-checking, and publishing content in evergreen and news formats following SEO guidelines.
- Promoted to QA Content Editor: Reviewed all published material, made corrections, and provided constructive feedback to editors to improve content quality and SEO compliance.
- Wrote daily forum entries about US sports events as part of a content marketing strategy to engage with target audience.

EDUCATION

Universidad Internacional de las Américas - San José, Costa Rica

- Licentiate Degree, English & Spanish Translation, January 2020 - GPA: Cum Laude
- Bachelor's Degree, English Language & Literature, January 2018 - GPA: Cum Laude

CERTIFICATIONS & ONGOING COURSES

- Content Engineer, AirOps University: AI search visibility (AEO), agent-based content workflows, and MCP integrations, August 2026 cohort, in progress.
- AI Automations and AI Agents (n8n, make.com), Riverius Academy, San José, Costa Rica.