



JOSÉ LEITE

Portuguese (Fafe) · 1977

CMO & Growth Marketer — AI Automation and SEO/GEO Expert

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Growth strategist with 15+ years scaling complex digital ecosystems globally. Specialised in the strategic convergence of Generative AI, Automation (n8n) and SEO/GEO. Skilled at turning traditional marketing departments into technical efficiency engines, delivering sustained organic traffic growth, conversion rate optimisation (CRO) and maximum profitability (ROI/LTV) across LogiTech, Retail, EdTech and Media.

01 Experience

Chief Marketing Officer (CMO)

EnvioxEnvio · March 2025 – Present

Since March 2025, I lead the global acquisition and supply-chain digitisation strategy through high-performance marketing. I design n8n and AI workflows to integrate CRM, ERP and operations, qualifying leads in real time, automating communication at scale and cutting operational time by 40%. Through continuous funnel and Customer Journey optimisation, I drove 300% growth in the user base while reducing CAC and maximising LTV.

Head of SEO & Organic Growth

Kleding / Fashiola · March 2024 – November 2024

Led large-scale international SEO strategy across 23 countries and 12 languages, managing e-commerce sites with catalogues of millions of SKUs. Spearheaded the shift to GEO and SGE, optimising visibility in generative engines such as Gemini, Perplexity and ChatGPT Search to boost entity authority and answer share. I also scaled semantic content production with automated workflows built on E-E-A-T standards and led technical performance optimisation on Google Merchant Center.

Senior Digital Consultant

Elabs Consulting · March 2020 – February 2024

Managed high-performance SEO projects for media, travel, high-volume e-commerce (>1M URLs), SaaS platforms and fashion brands, optimising web architecture, crawl budget and Core Web Vitals, while maximising traffic from Google Discover and News. Provided 360° cross-channel consultancy integrating SEO with Paid Media (SEM/Social Ads) and CRM/Email Marketing automation to maximise ROI. Also worked directly with product and development teams using Agile methodologies (Scrum/Kanban) in Jira.

International Acquisition Manager

Camaloon · February 2017 – February 2020

Led the acquisition team managing seven-figure Paid Media budgets (SEM and Social) focused on maximising ROAS, reducing CPA and driving strong scalability across Spain and the US. Implemented attribution models and advanced analytics dashboards for holistic CAC and LTV oversight. Worked closely with the product team on A/B testing and conversion rate optimisation (CRO) and UX tailored to each market.

Global Marketing Director / CMO

iContainers · May 2015 – January 2017

Led global digital marketing strategy (SEM, SEO, Inbound, Social and Mobile) across Spain and the US for the world's first online ocean-freight quoting platform, driving every channel towards results through strategic campaign design and B2B/B2C process automation.

Digital Marketing & Project Manager

Grupo Planeta · May 2014 – November 2014

Led user acquisition and retention for three brands within the group's training division, as well as digital performance strategy for its leading publishing imprints. To maximise sales results, coordinated the commercial strategy integrating digital campaigns with an outbound-focused call centre.

Head of Marketing

MeQuedoUno · November 2011 – September 2014

Led marketing strategy for a high-turnover flash-sales e-commerce, scaling the model from 1 initial vertical to 8 themed verticals plus an online supermarket. Led large-scale Paid Media and SEO campaigns, complemented by a robust Email Marketing strategy where I managed technical deliverability and advanced segmentation to maximise retention and LTV.

SEO Executive

Auto Europe UK/IE · 2010–2011

On/Offline Marketing Director

Verlag Dashöfer · 2008–2010

Marketing Manager

Qmusika · 2007–2009

02 Tech Stack

AI & AUTOMATION

n8n (Nivel Experto / Expert Level), OpenAI API, Claude, Prompt Engineering, HubSpot, Salesforce, CRM Workflows.

SEO SUITES

SEMrush, Ahrefs, Sistrix

GROWTH & PAID

SEM (Google Ads), Paid Social, Programmatic Advertising, Email Marketing, CRM Strategy.

SEO & GEO ENGINE

Technical SEO, GEO/SGE, Semantic SEO, Google Search Console, Screaming Frog, Surfer SEO, Botify, Moz Pro.

ANALYTICS & DATA

GA4, Google Tag Manager, Google Merchant Center, BigQuery, Data Studio, Lighthouse, PageSpeed Insights.

PRODUCT & MANAGEMENT

Agile methodologies (Scrum, Kanban), Jira, Figma, Headless WordPress, HTML/CSS.

03 Skills

Team Leadership · Lead Nurturing · Growth Marketing · n8n Architecture · CRO & A/B Testing

04 Education

ACADEMIC BACKGROUND

Computer Engineering

University of Coimbra

2002

Postgraduate Diploma in Marketing

IPAM (Marketing School for Business)

2007

CERTIFICATIONS

Google Analytics 4 (GA4) · HubSpot Inbound Expert · SAS Marketing Automation

05 Industry Sectors

LOGISTICS

EnvioxEnvio, iContainers

RETAIL

Camaloon, MeQuedoUno, Kleding / Fashiola, Elabs Consulting (clients)

TEXTILE & FASHION

Kleding / Fashiola, Elabs Consulting (clients)

HOME GOODS

Elabs Consulting (clients)

TRAVEL

Elabs Consulting (clients), Auto Europe UK/IE

NEWS & MEDIA

Grupo Planeta, Verlag Dashöfer, Qmusika, Elabs Consulting (clients)

FOOD & BEVERAGE

MeQuedoUno (online supermarket division)

REAL ESTATE

Elabs Consulting (clients)

06 Proud Moments

Three-time swimming champion

1987 · Associação Desportiva de Fafe

Pythagorean Orchestra — AAC Fado Section

Universidade de Coimbra

07 Off the Clock

Football · Drums · Friends

Full interactive version online: <https://joseleie.github.io/resume/en.html>