

JOSEPH BALESTRINO

Email: joe@joebalestrino.com

SUMMARY OF QUALIFICATIONS

Results-driven and highly qualified Internet Marketing Professional with extensive experience managing pay-per-click (PPC) campaigns to provide analytics on ad traffic and behavioral trends and directing the implementation of SEO strategies to gain a natural web (search engine) presence. Adept at developing and implementing online marketing strategies, managing key accounts, analyzing market conditions, and ultimately generating high levels of lead conversion and ROI. Currently seeking a position as **Online Marketing Manager/Director**, bringing 6+ years of related experience, qualifications, and areas of expertise as follows:

<ul style="list-style-type: none">◆ E-commerce Management◆ Brand Reputation◆ Email Marketing◆ Project Management◆ Demographic Trends◆ Copyright Laws	<ul style="list-style-type: none">◆ Digital Media/Web Analytics◆ Market Research/Analysis◆ Natural Search Engine Ranking◆ Ad Campaign Testing◆ Online Public Relations◆ Direct Mail Marketing	<ul style="list-style-type: none">◆ SEO/SEM Strategies◆ Key Metrics Development◆ Landing Page Optimization◆ Website Development◆ CPC/CPM/CPA Models◆ Organic Referral Traffic
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EXECUTIVE PROFILE

JNB Consulting • Brooklyn, NY 2009 - Present

Founder / Marketing Manager

Responsible for overseeing all online marketing efforts such as PPC/SEO implementation, staff management, and strategy consulting.

Selected Achievements:

- ◆ Major clients include Fox News, Readers Digest, Bodden Partners, Mirrorball, CareerSprocket.com, etc.
- ◆ Efficiently utilizes analytics to track customer behavior and search patterns, ultimately leading to higher return on investment (ROI) and visitor retention.

Jimmy Jazz • Brooklyn, NY 2008 - 2009

E-Commerce Manager

Oversaw all email campaigns, E-commerce activities, hardware/software integration, and website functionality to improve overall user experience.

Selected Achievements:

- ◆ Handled all online marketing media buys, SEO strategies, wire framing, landing page design, and paid search across multiple engines.

Mr. SEO, Inc. • Brooklyn, NY 2004 - 2008

Founder / Marketing Manager

Managed all daily operations of this SEO/marketing company from all aspects of ad placement to implementation of SEO strategies.

Selected Achievements:

- ◆ Successfully placed websites to rank in the top 10 on Google, Yahoo, and MSN and consistently maintained a high level of SEO ethics.
- ◆ Recognized for improving operating performance for clients' such as Vibe, Classes USA, Ziff Davis Publishing, Diamonds International, Bus Bank, Traffix, High Voltage Interactive, and many others.

High Voltage • San Francisco, CA 2004 - 2005

SEO Manager

Created and maintained all aspects of SEO strategies, such as link building, site development, analytics, and rank reporting while supervising a full-time staff.

Selected Achievements:

- ◆ Achieved conversion rates as high as 25% and maintained sites in a highly competitive field of education.

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EDUCATION & CERTIFICATIONS

Educational Teaching

Tele-Seminar with Brad Callen

Producer of the MR SEO podcast for SEO and SEM professionals

Regularly contributing to on and offline publications

Certifications

Adwords Professional

Yahoo Ambassador

MSN Certified

Education

City University

ONLINE/PRINT PUBLICATIONS

Print Publications

.Net

Revenue

Money N Profits

Opportunity World

Home Business Magazine

Online Publications

Search Engine Journal

Associated Content

American Chronicle

Other Industry Blogs & Sites

BOOKS

The Definitive Guide To Local Search (Self published e-book)