

**JOE BALESTRINO**  
 Search Marketing Specialist

Brooklyn, NY  
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 (347) 885 - 4989

**CAREER PROFILE**

Results-focused, quality-driven professional offering a wide range of hands-on marketing knowledge and technical skills related to e-commerce and search engine marketing.

**Overview**

- Over seven years proficiency with search engine optimization and marketing using constantly evolving, legitimate techniques to improve website growth in the long term through link development (off-page factors), and on-page key-phrase placement
- SEM, analytics and comparison shopping programs with a focus on ROI and customer acquisition metrics. Conversion generation through messaging, promotion, customer data compilation, email marketing campaigns and landing page optimization.
- Consulting to “day to day” e-commerce management. Problem solving via software, internal communication, customer relations, shipping, service and IT department collaboration.
- Experience with demographic marketing specialists in the process of devising effective marketing strategies with strong attention to detail and an ability to research and understand emerging industry trends
- Strong understanding of search engine algorithms for the application of search marketing research
- Comprehensive understanding of online advertising models including CPC , CPM , and CPA
- Highly successful and respected in the SEO community

**Core Competencies**

- SEO, SEM & PPC
- A/B Testing
- Social Media Optimization & Reporting
- Brand & Reputation Management
- Knowledge Of HTML
- Google, Omiture & Other Analytics
- Wordpress, Drupal and other CMS platforms
- Keyword Research
- Lead Generation
- Video & Audio Optimization
- Email Marketing
- Shopping Feed Optimization
- WebCEO, SEOelite & Other SEO Programs
- Project Management
- Developing key metrics & performance indicators

**Experience**

- JNB Consulting, Brooklyn, NY Present**  
*Owner and Founder*
- PPC / SEO implementation, management and consulting
  - Manage, Consult and train staff on SEO strategies
  - Create and execute marketing initiatives
  - Improve sites usability and functionality to improve user experience
  - Content production for blogs and social media
  - Clients include Readers Digest, Bodden Partners, Mirrorball, CareerSprocket.com, Scholarships4moms.com, EasternJungleGym.com and many other clients.

## **Professional Development**

### **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

### **Interviewed By**

- About.com
- Dan Schawbel
- SmallBusinessBranding.com
- Other Industry Blogs & Sites

## **Education & Training**

### **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 of New York, Brooklyn, NY 1995

## **References**

- Professional and personal references to be provided upon request

## **Jimmy Jazz, Brooklyn, NY**

**2008 - 2009**

*E-Commerce Manager*

- Daily E-commerce management
- E-commerce strategy and platform design
- Hardware and software integration
- Logistics management
- Monitored email campaigns(Open rates, click troughs etc.)
- Efficient in using analytics to track customer behavior and search patterns
- Online marketing management inclusive of SEO, SEM, E-mail, comparison shopping feeds and promotions

## **Mr SEO Inc., Brooklyn, NY**

**2004 - 2008**

*Former Owner and Founder*

- Expert in on- and off-page optimization
- Extremely successful placement results on all major search engines; expert with optimizing web sites to rank in the top 10 on Google, Yahoo and MSN
- Develops methodology and maintains a high level of SEO ethics
- Manage SEO knowledge, updates and practices to implement new SEO strategies
- Known for improving clients' operating performance in a multitude of web based environments
- Clients include Vibe, Classes USA, Ziff Davis Publishing, Diamonds International, Bus Bank, Traffix, High Voltage Interactive, Sage via Deviate Media, Azul Systems and hundreds of other clients.

## **High Voltage, San Francisco, CA**

**2003 - 2005**

*SEO Manager*

- Created, maintained and advised on all aspects of SEO
- Link building, site development, analytics and rank reporting
- Supervised a full staff including writers and SEM specialists
- Achieved conversion rates as high as 25%
- Maintaining and creating sites in the highly competitive field of education