



ALEXANDER BALANOFF

SEO SPECIALIST • WEBSITE MANAGER

ABOUT

I consider myself a self-motivated, ambitious professional with a passion for driving impactful results through a blend of creative, technical, and strategic expertise.


CONTACT

+44 7563 124437

alex.balanoff@gmail.com

Wimbledon, London, UK

[linkedin.com/in/alexanderbalanoff](https://www.linkedin.com/in/alexanderbalanoff)

 Bulgarian Passport Holder (EU)

TOOLS

- Google Search Console
- Google Analytics
- Google PageSpeed Insights, Lighthouse
- Google Workspace
- Google AdSense
- Google Non-Profit Grants
- Google Docs
- Google Sheets
- Bing Webmaster Tools
- SemRush
- Screaming Frog
- CloudFlare
- Adobe Photoshop, Adobe Illustrator
- Figma, Canva
- Magento, WordPress, SilverStripe CMS
- Campaign Monitor, MailChimp
- MailGun, AcelleMail
- Asana, Trello, Jira, Miro
- Microsoft 365 Suite

SEO Specialist, Website Manager

Financial Services, Affiliate Marketing, B2C

Profitech Credit Solutions  Cape Town, ZA

Aug 2016 - May 2024

- Deployed and maintained a network of consumer finance affiliate sites (loans, credit, debt, insurance) – across UK, AU, NZ, and SA markets.
- Defined product vision and web strategy, based on market research.
- Developed a roadmap, backlog management, sprint planning and review.
- Enhanced Technical SEO: HTML, URL structure, HTTPS, XML sitemaps, Core Web Vitals, page speed via Static Site Generation rendering.
- Refined the On-page SEO: keyword research, content strategy and planning, title tags & meta descriptions, headlines, content structure, readability, topical focus, integrated Schema, and FAQ.
- Strategy for inbound link building opportunities, incl. content outreach.
- Prioritized optimizations based on affiliate revenue potential and ROI.
- Designed and implemented a bespoke CRM web application for credit providers to register/login, filter, select, and convert active leads.
- Integrated Mailgun API with AcelleMail to accommodate email marketing campaigns to communicate and engage the audience.
- Maintained VPS hosting, server performance, uptime, and backups; managed Cloudflare CDN and DNS configurations.
- Agile Team Leadership: Assembled and managed a small remote team; a marketing manager, web developer, web/ui designer, 10x content writers, and a data/CMS administrator.
- Impact: Contributed to generating over \$1.5M in affiliate revenue.

E-Commerce, Website Manager, Technical SEO

Health & Wellness, Lifestyle, Preventative Health Solutions, B2C

Ascendis Health Group  Cape Town, ZA

Apr 2014 - Jul 2016

- Managed the product catalog for Juniva.com, sync with warehouse.
- Handled daily operations incl. promotions, vouchers, product expiry.
- Generated sales performance and conversion reports, tracking ROI.
- Optimised on-page SEO (keywords, meta tags, schema, reviews).
- Supported marketing with email campaigns and conversion tracking.
- Managed VPS hosting, uptime, server performance, and troubleshooting.

E-Commerce, Web Design & Development, SEO

Health & Wellness, Lifestyle, Preventative Health Solutions, B2C

SOLAL / Ascendis Health Group  Johannesburg, ZA

Sep 2012 - Mar 2014

- Led the design, development, and SEO strategy for SOLAL's Magento-based e-commerce platform, collaborating with stakeholders on product vision and creating a website roadmap.
- Integrated & customised a responsive HTML5 template.
- Managed the automated import of 300+ products with complex attributes and migration of 10,000+ customer entries.
- Implemented a secure payment gateway.
- Developed automated order processing linked to a dispatch center (UTI) via custom XML output, ensuring synchronized stock management.
- Improved search visibility with comprehensive on-page SEO, including keyword research, content strategy & planning, meta tags, Schema markup integration, and relevant customer reviews.
- Directed a small external PPC team for performance marketing.
- Managed VPS hosting, uptime, server performance, and troubleshooting.

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SKILLS

SEO Optimisation

On-page SEO • Off-page SEO • Technical SEO • URL Structure • Schema Markup • XML Sitemaps • Website Audits • Keyword Research • Content Planning & Strategy • Content Structure • Title Tags • Meta Desc • Headlines • Internal Links • External Link-building & Outreach • Algorithm Updates

Website Performance & Optimisation

Page Speed • Query Consolidation • Assets Optimisation • Server & HTML Caching • Website Rendering • Static Site Generation • Server-Side & Client-Side Rendering • Incremental Static Regeneration • W3C valid

Agile/ Scrum Environment

Stakeholder Collaboration • Product Vision • Web Strategy & Roadmap • Product Backlog Management • Sprint Planning & Review • Great Attention to Detail • Analytical Problem Solving • Excellent Communication • Budget Planning • Team Management • Confident Decision Maker • Ability to Take Initiative

Web Development & Design

HTML & CSS • Javascript • UI/UX Design • Web Design • Landing Page Design • Layout & Wireframe Design • A/B Testing • QA Testing

Server Administration & Maintenance

Apache • PHP • MySQL • Server Security • DNS Management & Domain Control

QUALIFICATIONS

Advanced Diploma of Interactive Media

RMIT University | Melbourne, Australia
Jan 2003 – Dec 2004

Diploma of Graphic Design & Certificate of Web Design

Institute for Design | Brisbane, Australia
Jul 2001 – Nov 2002

Foundation Certificate in Design

Design Centre | Jhb, South Africa
Feb 2000 – Nov 2000

The National School of Arts

Johannesburg, South Africa
Jan 1995 – Nov 1999

Senior UI/ UX Designer

Streaming Software Platform, B2B/ B2C

Futuretech Ltd  Auckland, NZ

May 2010 - May 2011

- OneRoom – premium online meeting tool for collaborative idea-sharing.
- Evidentia – DV platform turning complex info into accessible insights.
- Both products gained international attention and traction within a year.
- Role: Analyzed, tested, and improved UI/UX for both products, enhancing data visualization, interaction accessibility, and visual appeal.

Senior Web Designer/ Project Manager

Website Design & Development Services

iSite Interactive Ltd  Auckland, NZ

Nov 2009 - May 2010

- Defined project briefs and scope based on client requirements, provided visual progress reports, and ensured on-time, on-budget website delivery aligned with client specifications.
- Managed production and CMS integration process.
- Wireframes, concept UI/UX for web, and best practice HTML & CSS.

Multimedia/ Interactive Media Tutor

Creative & Digital Design Education

Natcoll Design Technology  Auckland, NZ

Aug 2008 - July 2009

- Managed 20 students and their project challenges - strong people skills.
- Key module: Adobe Flash Game Development/ ActionScript 3.0
- Other modules: Web Design, HTML/CSS best practice, Video Production, Interactive Design, Adobe Photoshop, JavaScript, AJAX, Final Cut Pro, Soundtrack Pro, and After Effects.

Lead Web UI/UX Designer

Website Design & Development Services

Ardent Interactive Ltd  Auckland, NZ

Nov 2006 - Aug 2008

- Collaborated on and managed 80+ web projects, overseeing communication, budgeting, and project scope.
- Handled project overflow for top NZ agencies like Ogilvy and Colenso.
- Designed wireframes, concepts, delivered front-end & CMS integrations.
- Created interactive games and engaging multimedia presentations.
- Implemented post-launch improvements to drive ongoing performance.
- Managed contractors to fulfill project requirements where necessary.

UI/UX Designer

Data Visualisation & Enterprise Solutions, Logistics, B2B

iVistra Technology Ltd  Auckland, NZ

May 2006 - Nov 2006

- Collaborated with stakeholders to further enhance the UI/UX for real-time data visualization application – Enterprise Visibility System (EVS).
- Created interactive and animated concept designs, designed UI modules for development, and conducted QA testing for quality assurance.

Freelance Graphic & Web Designer

 Auckland, NZ

Nov 2005 - April 2006

Jnr Graphic & Web Designer, Zorb Ltd

 Auckland, NZ

Jan 2005 - Nov 2005