

Alexander Balanoff

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Dear Fastmarkets/ Hiring Manager,

My name is Alex.

I am expressing my interest in the advertised Website Manager position.

I am an accomplished Website/ SEO professional in the digital space. I come from a UI/UX Design background, proficient in Web development, and finally – SEO Manager (very hands-on). I am a digital (powerhouse) all-rounder – having a look at your job spec, I would say I tick all the boxes, but B2B experience.

Over the last 8 years, I've had the opportunity to deploy, manage, and optimise a large network of affiliate websites within the consumer finance sector, specifically focusing on loans, credit, and debt. This experience has provided me with a comprehensive understanding of the market dynamics, customer behaviors, and SEO strategies needed to drive organic growth in a competitive space.

Previously, I have successfully managed 2x E-commerce websites within Health & Wellness.

Within all aspects of my roles, I have worked on stakeholder collaboration, website optimisations, data analysis, conversion rate optimisation, A/B landing page testing, and making calculated decisions that deliver measurable results.

I am confident that my strong analytical and problem solving skills, technology know-how, and passion for optimising and improving websites would enable me to make a meaningful impact at Fastmarkets.

I look forward to the possibility of contributing to your team.

Available immediately.
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I hope to hear from you soon.

Kind regards

ALEXANDER BALANOFF