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Profitech Credit Solutions

Technical SEO, Product Owner, Lead Generation - Cape Town, South Africa

August 2016 to May 2024

Profitech Credit Solutions established itself as a leading lead aggregator for consumer credit in South Africa, processing hundreds to thousands of finance leads daily.

I developed and managed a network of over 15 websites from initial concept to full deployment, specifically designed to capture and generate finance leads. While I outsourced a significant portion of the second-phase web development, I remained actively involved in overseeing technical SEO, website performance, and server security.

I assembled and managed a small team consisting of a marketing manager, web developer, web/ui designer, 10 content writers, and a data/CMS administrator. My role included web strategy and project management.

Additionally, I designed and implemented a CRM solution called LeadsPro, which processed and categorised incoming leads from the websites. The platform serves various industries, such as:

1. Financial/debt counsellors, helping over-indebted consumers with affordable debt repayment plans.
2. Business loan providers, assessing businesses and business owners for credit approval.
3. Lawyers, onboarding cases related to traumatic injury consumer claims.

Over an 8-year span, my efforts contributed to generating over \$1M in affiliate revenue through a combination of SEO and marketing strategies, including organic traffic growth, domain authority enhancement, on-page optimisation, keyword research, content planning, link-building, and high-volume email marketing (350k+ emails per campaign).

Juniva.com / Ascendis Health Group

E-Commerce Website Manager, Technical SEO, E-mail Marketing - Stellenbosch, South Africa

April 2014 to November 2016

Juniva.com was the e-commerce platform for Ascendis Group. The website specialised in selling a range of health and wellness products, including alternative health items, nutraceuticals, vitamins, sports nutrition, skincare, and pet products, as well as SOLAL-branded goods. Powered by the Magento CMS, Juniva offered around 2,000 products across various categories.

My contributions included minor front-end development but primarily focused on managing the product catalog, ensuring synchronisation between the website and warehouse inventory, overseeing customer invoicing, promotions, vouchers, and handling data imports and exports (customers, sales, products). I also generated reports on sales performance and conversion rates, while managing the lifecycle of products nearing expiration.

I developed and implemented a comprehensive technical on-page SEO strategy for the product pages, optimising the site for search visibility. Additionally, I collaborated closely with the marketing team to create and distribute email campaigns through MailChimp, targeting both existing and new product offerings, promotions, and vouchers, with a focus on tracking and analysing conversion metrics.

I also handled Juniva's server administration via SSH, ensuring system reliability and performance.

SOLAL Technologies / Ascendis Health Group

E-Commerce, Web Design & Development, SEO, E-Mail Marketing - Johannesburg, South Africa

September 2012 to March 2014

SOLAL Technologies is a South African company that specialises in natural medicines and supplements, with a focus on high-quality nutraceuticals and herbal extracts. The products are manufactured in licensed facilities to ensure quality, and the company also offers advice on bio-identical hormone therapies.

I was solely responsible for the web design, development, and technical SEO of SOLAL's e-commerce platform, built on the Magento CMS. I integrated a responsive HTML5 template with custom modifications, and managed the automated import and configuration of over 200 complex products with multiple attribute groups. I also handled the import, management, and expansion of a customer database exceeding 10,000 entries, and integrated a secure payment gateway for credit card transactions.

I developed and implemented a robust organic SEO strategy, including the integration of Schema.org to enhance search visibility. Additionally, I led a small outsourced team focused on paid traffic management via Google Adwords.

One of the key technical integrations was connecting the website with a third-party dispatch center (UTI South Africa) for automated order processing. This involved creating an XSL template to output XML orders for seamless processing.

I also managed the server environment, including system dependencies, performance monitoring, and redundancy planning, accessed via SSH.

Senior UI Designer, Futuretech Ltd - Auckland, New Zealand

May 2010 to May 2011

The main product, Powow (now OneRoom) - "It's a bespoke, online face-to-face experience that gives you the ability to share ideas in a high-quality, controlled environment that is so much better than an average video-conference. Powow allows you can have an online meeting with one person or one hundred, all from your computer." – OneRoom.

The secondary product was Evidentia, a dynamic and intuitive user interface design turns data into knowledge, allowing large quantity of information to be quickly translated via a bespoke visual language, putting your data in your hands.

Over a 1 year period, both products gained international traction and interest.

My key role was to analyse, test, and improve the UI / UX design of both applications, create various user-scenarios, improve data visualisation, interaction accessibility, and visual appeal.

Senior Web Designer/ Project Manager iSite Interactive - Auckland, New Zealand

Nov 2009 to May 2010

I was responsible for defining the brief and scope of work as per the client's requirement. I liaised with the client on the progress of their project, delivering visual reporting of project progress, and ensuring the website is delivered as per the clients specification. I managed the production and CMS integration process, delivering on-time and within the budget.

The creative part of the role was to design wireframes, conceptual UI/ UX designs for web, logo/ branding design, flash design and development, front-end development.

Full-Time Diploma Tutor, Natcoll Design Technology - Auckland, New Zealand

August 2008 to July 2009

I entered this position half-way through the diploma year replacing the interactive tutor at the time. This role consisted of student management and required a hefty amount of people skills in order to manage twenty students as well as their projects to their various challenges in regards to the course. A huge part of this diploma course was the Flash Game Development module which most students also majored in, other modules include; Web Design Concepts & Visuals, Web Templating with CSS & XHTML, Video Production and Post-Production, and Interactive Design.

The course includes Introduction and Beyond the Basics of the following; Photoshop, HTML & CSS, Javascript, AJAX, Final Cut Pro, Soundtrack Pro, After Effects, Adobe Flash, and Actionscript.

Founder of Ardent Interactive/ Lead Web Designer - Auckland, New Zealand

Nov 2006 to Aug 2008

I was hands-on with over 80 digital projects. Ardent was engaged by some of New Zealand's most well known advertising agencies, such as Ogilvy, Colenso Digital .99, TMP Worldwide, and Terabyte, working on some high-profile NZ brands.

I was involved with client liaison, project and budget management, wireframe and specification document design, online usability analysis and reporting, Macromedia Flash game design and Actionscript programming, interactive presentations and walk-throughs, email marketing, conceptual design, front-end development, responsive web design, CMS integration; Magneto CMS, Silverstripe CMS, and Wordpress. SEO-semantic code preparation, rich-snippets and structured data, QA testing and launch of projects, iterative design following launch, client relationship management, also gained some experience with affiliate marketing and content monetisation.

Where it was needed, I found, hired, delegated, and managed various small teams of contractors in order to achieve the completion of the client's requirements.

User-interface Designer, iVistra Technology - Auckland, New Zealand

May 2006 to Nov 2006

This role involved working with a team of Flash developers, Project Managers, and BA's; working on two software applications that involve real-time data visualisation. This involved interactive/ animated client concept designs, UI module designs ready for development integration, and QA testing.

Freelance Graphic & Web Designer - Auckland, New Zealand

Nov 2005 – May 2006

I established a small client-base supplying graphic, web design, and web development on a consistent basis and gained enough of an understanding of client relationship management that led me to the formation of my own company/ studio - Ardent Interactive (see position further above).

Junior Graphic & Web Designer, Zorb Ltd - Auckland, New Zealand

Jan 2005 – Nov 2005

The Zorb adventure is an exhilarating, tumbling ride inside a giant inflatable ball that rolls downhill, offering a wild mix of fun, spins, and adrenaline. I was responsible for the brand's graphic design; promotional materials, brochures, flyers, business cards, letterheads, and then one-of-a-kind interactive website.

Education

Advanced Diploma of Multimedia (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 | Johannesburg, South Africa
Feb 2000 – Nov 2000

The National School of Arts | Johannesburg, South Africa
Jan 1995 – Nov 1999

Born | Svishtov, Bulgaria
15 March 1982

Skills

1. Technical SEO & Website Optimisation

Search Engine Optimisation (SEO) • Technical SEO (best practice) • Schema.org • Link-building • Keyword Research • Website Audits • Google Algorithm Updates • Google Search Console • SemRush

2. Website Performance & Optimisation

Website Performance • W3C Validation • HTML Caching • Server Caching • CloudFlare • Google Analytics

3. Web Development & Design

HTML & CSS • Bootstrap framework • UI/UX Design • Web Design • Landing Page Design • Concept Design • Adobe Photoshop • Adobe Illustrator

4. CMS and E-commerce Platforms

CMS Administration • Magento CMS • WordPress CMS • SilverStripe CMS • E-commerce • Payment Processing

5. Email Marketing & Lead Generation

E-mail Marketing • Campaign Monitor • MailChimp • MailGun • AcelleMail • Lead Generation

6. Server Management & Security

Server Administration • PHP • MySQL • Server Security • Domain & DNS Management

7. Project Management & Analytics

Project Management • Great Attention to Detail • Analytical Problem Solving • Analyse Data • Google Non-Profit Grants • Google Workspace • Excellent Communication Skills

8. Monetization & Affiliate Marketing

Affiliate Marketing • Website Monetisation Strategies

Bulgarian Passport Holder

Can live and work in any country within the EU, incl. Switzerland.

Hobbies & Life outside of Work

I am very passionate about the martial art of Brazilian Jiu-Jitsu, I have been at it for over 12 years. Over the last 2 years, I have been teaching kids jiu-jitsu classes (5-11 yr olds).

Work references available via LinkedIn Profile;
<https://www.linkedin.com/in/alexanderbalanoff>