

CHRISTOPHER BALANZATEGUI

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Full Stack Web Developer

Front end | Backend | API | Data

Strong ability in Customer Acquisition, Client Retention, and Programming

Passionate and results-driven Digital Marketer with 10+ years of broad-based experience in leading teams, driving digital strategy and developing digital infrastructure. Strong leadership skills who is capable of utilising project plans to win awards and exceed targets. Innovative and best practice strategies with connections to other marketing experts. Outstanding interpersonal skills capable of communicating clearly with all levels of the organisation to achieve common goals. Analytical and creative problem-solver – adept at improving digital innovation and revenue streams for B2C and B2B across search, social, display, video, email, and mobile marketing. Recognized as a multi-level manager who consistently delivers forefront results through marketing fundamentals, technology, and partnerships that exceed business expectations. Equipped with an excellent work ethic, a strong sense of responsibility, and a track record of dependability.

CORE COMPETENCIES

- SEM Strategy Creation & Delivery
- SEO, Owned & Earned Strategy
- Website CRO and CRM Design
- Affiliate Marketing Methods
- JavaScript, ES6+, CSS3, HTML5, SQL
- GitHub, MongoDB, MySQL, Node.JS
- Performance Display Strategy
- Express, React, Node, Bootstrap
- Customer Segmentation and Analytics
- Sales Funnel Creation & Optimisation
- Employee Training & Development
- Best Practice Consumer Marketing

PROFESSIONAL EXPERIENCE

ACCOUNT DIRECTOR

Resolution Media

April 2017 – Present

Sydney, Australia

- Lead in developing multi-channel strategies with 8 figure budgets by serving Tier 1 clients, including Telstra and McDonalds.
- Build two digital marketing teams from scratch while developing digital strategies across retail, small business, and enterprise levels.
- Establish and develop an AI automation strategy, winning 2 Telstra innovation awards and 2 Google performance awards.
- Supervise and initiate automation and targeting at scale, achieving the Telstra Search FY18 stretch target six weeks early.

SEARCH MARKETING MANAGER

Resolution Media

April 2016 – March 2017

Sydney, Australia

- Managing the Search Engine Marketing aligned with Search Engine Optimization for Telstra, surpassing the FY17 target by over 30%.
- Exceeded the stretch target for Telstra B2B small business strategy and reducing OPSM's cost per booking for SEM by 60% YoY.
- Closely managed strategies and implementations of marketing major product launches for iPhone 6 and Galaxy S8.
- Performed advertising management and provided quality service for the agency's key accounts, including Telstra and OPSM.

PERFORMANCE ACCOUNT MANAGER

Atomic 212

August 2015 – March 2016

Sydney, Australia

- Directed and effectively reduced Cost Per Acquisition by over 200%, one month after taking over the search account.
- Led in utilising bid management, social, and ad serving technologies, driving new acquisitions in line with organisational targets.
- Organized Luxbet account that delivered acquisitions below the forecasted Cost Per Conversion on both Search and Social.
- Conducted measurement audits and applied tracking to enable complete transparency of performance for the leadership team.

FOUNDER – MARKETING MANAGER

MagicMIL

May 2014 – June 2015

Sydney, Australia

- Effectively launched and managed the company with a marketing budget of \$10,000 that delivered over \$200,000 in sales for FY15.
- Managed five international contractors across various skill sets to deliver high-quality content, optimised for the target audience.
- Conducted multi-channel promotions across Search, Display and Video and developed online sales funnels, achieving a 77% conversion.
- Tested customer profile and analysed data, achieving sales targets below budget and delivering Facebook likes as low as \$0.07.

SEARCH ENGINE MARKETING EXECUTIVE

Resolution Media

September 2013 – April 2014

Sydney, Australia

- Utilised big data analytic platforms and created 2014 SEM strategies for McDonalds, Johnson and Johnson, Nivea, and Dixon financial.
- Maintained strong client, partner, and internal agency relations while developing search strategies that align client's goals.
- Worked closely with the Search Manager to understand the client's goals and effectively manage search campaigns to exceed goals.
- Performed day-to-day campaign implementations and optimisations, leveraging support of Search Assistants where applicable.

DIGITAL MARKETING SPECIALIST

Reef Digital Agency

August 2012 – August 2013

Sydney, Australia

- Managed website analysis, maintenance, efficiency, layout, and design while using HTML for websites and RegEx for Google Analytics.
- Developed and implemented SEO, SEM and CRO strategies for a variety of big brand clients in retail, law, and financial services.
- Created and managed Google AdWords accounts and oversaw accounts over various SEM platforms, including Bing Ads and Yahoo!.
- Audited company online exposure and developed strategies to maximise paid and organic traffic including competitor analysis.

FOUNDER – MARKETING COORDINATOR

Simply Beautiful Flowers

April 2012 – September 2012

Sydney, Australia

- Conducted direct sales to 100+ businesses around the eastern suburbs of Sydney while creating website and SEM campaigns.
- Spearheaded in planning resource allocation and usage. Managed and developed the company structure, operations, and financials.
- Developed business and marketing strategies for the retail and online flower arrangement service, ensuring company profitability.
- Administered daily operations while improving business procedures to ensure product quality and deadlines were maintained.

AUSTRALIAN ARMY OFFICER – CAPTAIN

Australian Army

January 2006 – December 2011

Townsville, Australia

- Led 5 to 50 personnel while serving various command positions, including 2 tours of Afghanistan.
- Headed a team to ensure the safety of 100+ personnel in Combat Team Bravo through coordination with various support services.
- Conducted planning sessions and time-sensitive advices to Commanders from various nations on safety, capabilities, and area data.
- Instructed Australian and foreign teams on leadership, team management and delegation.

CERTIFICATIONS*Facebook Blueprint* – **Facebook****August 2018 – Present***DoubleClick Bid Manager* – **DoubleClick****August 2018 – Present***Google Analytics* – **Google****September 2017 – Present***Google Shopping* – **Google****April 2018 – Present***AdWords Display* – **Google****March 2018 – Present***AdWords Search* – **Google****April 2018 – Present***AdWords Video* – **Google****April 2018 – Present***AdWords Mobile* – **Google****April 2018 – Present***Bing Ads Accredited Professional* – **Bing****May 2013 – Present***Open Water Driving Certificate* – **PADI****June 2010 – Present****EDUCATION***Diploma of Personnel and Operations Management* – **Royal Military College****2007***Cert IV in Business (Frontline Management), Business Administration* – **Royal Military College****2007***Statement of Attainment, Diploma of Government (Management)* – **Royal Military College****2007****AWARDS**

Australian Active Service Medal with Clasp ICAT; Afghanistan Campaign Medal; Australian Defence Medal; Return from Active Service Badge; NATO Non-Article 5 Medal with Clasp ISAF

COMPUTER SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook), CRM, Google AdWords, Google Analytics, Facebook Business Manager, DoubleClick Bid Manager.