JAN BALANYÀ SCHOLL

MARKETER & SEO

SKILLS & TOOLS

SEO & ANALYTICS

- Data processing w/ Google Analytics & Data Studio

- KPI dashboards w/ Supermetrics & Google Sheets

- On-page SEO optimization

- Keyword research & content strategy w/ Ahrefs

OTHER

- Wordpress & Elementor

- Landingpage conversion optimization

- Adobe InDesign & Photoshop

- Hubspot CRM & e-mail automation

LANGUAGES

- German

- English

- Spanish

- Catalan

- Basic HTML & CSS

CONTACT

jan-balanya-scholl.de

janbscholl@gmail.com

PROFILE

Technical marketer and SEO based in Berlin. Recently created a SEO oriented content plan and oversaw a major UX focused website redesign.

EXPERIENCE

ONLINE MARKETING MANAGEMENT
FINMENT | 03/19 – NOW

- Streamlined and automated marketing processes

- Oversaw a sales generating affiliate program

- Substantially grew organic traffic through on-site SEO

- Built a content strategy & framework

MARKETING INTERNSHIP
DÖRRWERK | 03/18 – 09/18

- Created a high conversion e-mail newsletter

- Grew social media following by 3X through partnerships with big brands

- Designed flyers, packaging an other material

EDUCATION

B. SC. IN BUSINESS ADMINISTRATION
FREE UNIVERSITY OF BERLIN | 09/13 – 08/18

ABITUR
GERMAN SCHOOL OF BARCELONA | 06/13