



JAN BALANYÀ SCHOLL

SEO & MARKETING

janbalanya.com

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A technical marketer and SEO based in Berlin. I recently developed a SEO oriented content plan and lead a major UX focused website redesign.

SKILLS

SEO & DATA SCIENCE

- Data processing w/ Google Analytics & Data Studio
- KPI dashboards w/ Supermetrics & Google Sheets
- On-page SEO
- Keyword research & content strategy w/ Ahrefs

WEB DEVELOPMENT

- HTML, CSS & JS
- Wordpress & Elementor
- Landingpage conversion optimization

OTHER

- Adobe InDesign & Photoshop
- Hubspot CRM & e-mail automation

LANGUAGES

- German Native
- Spanish Native
- Catalan Native
- English Native

EXPERIENCE

ONLINE MARKETING MANAGEMENT

FINMENT | 03/19 - 04/20

- Streamlined and automated marketing processes
- Lead a sales generating affiliate program
- Substantially grew organic traffic through on-site SEO
- Researched and developed a content strategy
- Increased marketing controlling transparency by building KPI Dashboard

MARKETING PRAKTIKUM

DÖRRWERK | 03/18 - 09/18

- Lead a high conversion rate e-mail newsletter
- Grew social media following by 3X through partnerships with big brands
- Designed and printed flyers, product packaging and other marketing material

EDUCATION

B. SC. IN BUSINESS ADMINISTRATION

FREE UNIVERSITY OF BERLIN | 09/13 - 08/18

ABITUR

GERMAN SCHOOL OF BARCELONA | 06/13