

# Brian Balderrama

Digital Marketing Coordinator  
& Website Developer

Experienced Digital Marketing Coordinator  
with a passion for Media, Pop-Culture, &  
Coding seeking new opportunities in  
Marketing & Website Development.

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## Projects

Travel & service line provider seeking Digital Marketing Solutions to rehaul their outdated site. Created a new website design, adding relative content and an updated architecture to amplify local SEO. A robust digital ad campaign was executed in conjunction with SEO efforts.

### 6 Month Results

56% increase in website ticket purchases  
47.11% increase in impressions from "non-branded", organic search terms  
10% increase in clicks from "non-branded", organic search terms  
43% decrease in Cost Per Conversion  
63% decrease in Cost Per Click  
82.09% decrease in Total Spend on PPC campaigns

## Skills

●●●●●● Digital Marketing  
●●●●●● Search Engine Optimization  
●●●●●● Digital Advertising  
●●●●●● HTML/CSS  
●●●●●● WordPress Website Design  
●●●●●● Content / Copy Writing  
●●●●●● JavaScript

## Education

UCLA

Marketing  
2018

California State University  
Long Beach

Sociology  
2016

## ► Experience

### Project Manager & Marketing Coordinator

#### Freelance

2021 - Present

Coordinated with businesses to determine areas of improvement within their online presence. Implemented SEO campaigns based on keyword research and best overall practices. Refined website content to improve user experience, navigation, and conversion rate. Revised website architecture to facilitate search engine understanding of client's site in order to improve search engine rankings and promote high organic search engine positioning. Developed & managed digital ad campaigns to reinforce client's competitive strength and visibility. Created content for new and existing landing pages based on market opportunity analysis.

### Account Manager

2019 - 2020

#### Newtimer Marketing

Account Manager within a winery-specialized marketing company. Tailored, strategic combinations of digital and traditional marketing to help wineries improve their online presence and grow DTC sales by 33%. Oversaw website design, e-commerce, and blog/content creation.

### Digital Marketing Coordinator

2018 - 2020

#### Half Dome Partners

Utilized SEO to increase the quantity and quality of visitors to websites primarily within the Travel & Tourism industries. Targeting keywords to improve website rankings, clicks, lead generation, and sales depending on clients' needs. Created powerful email marketing campaigns to improve customer retention and sales for travel, tourism, wineries, and other industries. Assisted companies in tracking, analyzing, and utilizing the data of their websites, email, and social media to better achieve their goals.