



BRANDON BALENTINE

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MATTAWAN, MI 49071
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BRANDON@WOOTGRAPHICS.COM

20 years marketing experience.
11 years affiliate marketing experience.
Affiliate. Marketing. Guru.

References available upon request.

EXPERIENCE

DIRECTOR OF AFFILIATE MARKETING- POINTCLICK, LLC

August 2015 - Present

Onboard new affiliates and advertisers, maintain existing relationships, provide support for technical issues, setup tracking (pixels/postbacks), monitor click data, manage advertiser expectations, find qualified affiliates, prospect new advertisers, assess performance of various affiliate channels including social media advertising, ppc advertising, native advertising, among others. Maintain campaign budgets, optimize for KPIs, negotiate terms.

DIRECTOR OF MARKETING & DESIGN - POINTCLICK, LLC

September 2011 - August 2015

Develop new, consistent branding for PointClickTrack.com, banner ad and landing page creation, UI and UX development for our CMS. Working closely with development team to implement changes.

PROJECT MANAGER - AGIO IMAGING

July 2005 - September 2011

Oversee grand format digital print projects from prepress through installation.

PREPRESS SPECIALIST - AGIO IMAGING

June 2003 - June 2005

Import customer files, preflight customer files using Adobe Creative Suite, create RIP profiles including icc color profiles, create print layouts for optimal use of print substrates, create CNC files for rigid stock cutouts.

EDUCATION

LYNDA.COM & LINKEDIN LEARNING - ONLINE COURSES

September 2013 - Current

Git Essential Training: The Basics	PHP with MySQL Essential	Bootstrap Essential Training
Foundations of Programming: Databases	JavaScript Essential Training	Google AdWords Training
WordPress Essential Training	CSS Fundamentals	HTML Essential Training
PHP: Object-Oriented Programming	Foundations of UX: Content Strategy	Objective-C Essential Training
Programming Foundations: Fundamentals	SEO Foundations	Google Analytics 4 Ess. Training

SOUTHWESTERN MICHIGAN COLLEGE - ASSOCIATE DEGREE

August 2000 - May 2002

Graphic Design & Web Development Track

CONSTANTINE HIGH SCHOOL

August 1996 - May 2000

General studies with electives geared towards technology and design

SKILLS

AFFILIATE MARKETING SKILLS

Account management	Affiliate onboarding & development
Advertiser assets management	Aggregate traffic optimization for KPI fulfillment
Postback management & troubleshooting	Social, PPC, and Native affiliate campaign management

PROGRAMMING LANGUAGES & TOOLS

HTML5	CSS	Javascript
PHP	MySQL	WordPress
Bootstrap		

DESIGN TOOLS

Adobe Photoshop	Adobe Illustrator	Adobe Acrobat	Colorburst RIP Software
Adobe Premier	Adobe InDesign	ONYX RIP Software	