



## BRANDON BALENTINE

9647 WEST PQ AVENUE

MATTAWAN, MI 49071

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### SUMMARY

Dynamic leader with over 20 years of industry experience and 13 years specializing in affiliate marketing. Expertise in driving strategic growth, building client relationships, and leading cross-functional teams to achieve measurable results. Proven track record of managing high-performing teams, optimizing programs, and negotiating contracts to exceed goals.

20+ years industry experience.

13+ years affiliate marketing experience.

Partnerships & Performance Marketing Expert.

References available upon request.

## EXPERIENCE

### Agency Senior Growth Manager at Perform[cb]

June 2023 - Present (Promoted to Senior level May 2024)

- Drove revenue growth through strategic planning and execution, achieving key performance goals.
- Routinely led client calls with top-level brand executives, presenting strategy and analytics through polished slide decks.
- Secured high-value partnerships, including AARP for JustAnswer and NerdWallet and Chamber of Commerce for Dun & Bradstreet.
- Delivered actionable insights through data analysis, driving consistent optimization across campaigns.
- Crafted and implemented affiliate marketing strategies to achieve measurable success.

### DIRECTOR OF AFFILIATE MARKETING- POINTCLICK, LLC

August 2015 - April 2023

- Led and managed affiliate onboarding, relationship development, and performance monitoring.
- Optimized campaign budgets and KPIs through data-driven analysis and strategic initiatives.
- Partnered with product and creative teams to develop innovative marketing strategies.
- Negotiated terms and agreements, securing partnerships to drive revenue growth.

### DIRECTOR OF MARKETING & DESIGN - POINTCLICK, LLC

September 2011 - August 2015

- Developed and implemented new branding for PointClickTrack.com, ensuring consistency across platforms
- Designed and executed banner ads, landing pages, and CMS improvements to enhance user engagement.
- Collaborated with the development team to deliver impactful UI/UX solutions.

### PREPRESS MANAGER - AGIO IMAGING

July 2003 - September 2011

- Managed the prepress department, overseeing a team responsible for preparing files and ensuring print readiness.
- Directed projects from prepress through installation, coordinating logistics to ensure timely completion.
- Worked closely with clients and production teams to maintain quality standards and satisfaction.

## EDUCATION

### ONGOING COURSEWORK THROUGH LYNDA.COM & LINKEDIN LEARNING

September 2013 - Current

Business Acumen

Leadership Styles

Servant Leadership

Generative AI

Affiliate Marketing Strategies

Data Analysis for Optimization

UX/UI Design Fundamentals

Programming (HTML, CSS, PHP, MySQL, JavaScript)

### SOUTHWESTERN MICHIGAN COLLEGE - ASSOCIATE DEGREE

August 2000 - May 2002

Associate Degree in Graphic Design & Web Development

## CORE SKILLS

Affiliate Marketing Strategy & Execution

Leadership & Team Management

Client Relationship Development

Contract Negotiation & Budget Management

Data Analysis & Performance Optimization

Tools: Impact, CJ, Rakuten, G Suite, SimilarWeb

Technical Problem Solving: Skilled in troubleshooting link structures, APIs, and complex issues