

# CHRIS (KILIC) OKYAY

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## **Highly Talented IT Professional with 20+ Years Multi-Industry Experience and Impressive 3D Design, Graphic Design, Web Development and Online Marketing Skills**

Exceptional record of success in establishing, progressing and managing companies, directing online marketing and business development efforts while problem solving and building top-performing teams. Consistent history of increasing revenues while reducing costs. Remarkable IT background including Graphic Design, eCommerce, Web Development, SEO/SEM, Internet Marketing, Product Management, Warehouse and Inventory Operations, Sales, Email Marketing, Newsletter Management, Online Research and Social Media. Successful track record in Project Management and developing Internet Marketing & Business Strategies to increase sales.

### **Core Competencies**

Business Analysis ~ Business Development ~ Graphic Design ~ Marketing / Sales ~ Management  
eCommerce ~ Sales Growth ~ Automation ~ Software Development ~ Product Management SEO  
~ Email Marketing ~ Social Media ~ Startup Operations ~ Problem Solving  
Solution Development ~ Relationship Management ~ Budget & Cost Control  
CAD - 3D Design ~ Web Design & Development ~ Customer Service  
IT Consulting – IT Business Development ~ Lead Generation

## **PROFESSIONAL EXPERIENCE**

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**GREATER AMERICAN WOODWORKS LLC, Tampa, FL** 2019 - Present  
**Wordpress Developer / Web Designer / Graphic Designer / CAD Designer / 3D Renderings**

- Designed and Developed TableDesigns.com for a popular USA manufacturer
- Built highly successful online product catalog featuring 1,000+ items utilizing Woocommerce
- Photographed new products, edited 100s of product images and populated website
- Grouped and properly categorized items provided by various 3rd party vendors
- Added product descriptions and customized product attributes according to specs and needs
- Designed technical drawings for custom projects ranging from \$2,000 to \$250,000
- Provided customers with realistic visuals and 3D renderings of custom construction plans
- Managed all online and social media activity including setup of Facebook business page
- Maintained website, blog, newsletters while providing technical support including trouble shooting of software, email, network, server and various workstation related issues.

**MBS STANDOFFS LLC, Tampa, FL** 2018  
**Web Developer / eCommerce Project Manager / eCommerce Development Professional**

- Managed and oversaw off-shore eCommerce development while handling full integration of advanced B2B Multi-Warehouse shipment functionality - including Tier Pricing & Multi-Level Distributor Groups - into heavily customized shopping cart.
- Provided extensive website analysis and eCommerce solutions while automating inventory control and supporting the launch of very first west coast branch and warehouse.

**CLUBZ INC, Tampa, FL (FRANCHISE 500)** 2015 - 2017  
**Web Developer / Wordpress Developer / Business Development / SEO & Online Marketing**

- Re-Designed frontend and backend of the World's Largest In-Home Tutoring Company ClubZTutoring.com; currently being utilized by 500+ US nationwide Franchise Owners
- Promoted to project manager within 4 months and assigned \$30,000 development project
- Provided ongoing corporate IT Consulting, Problem Solving, Webmaster & Web Development services to CEO, VP, Director of Franchise Operations, Sr. Business Development Officers & Franchise Support Specialists.
- Identified and remedied legal issues pertaining to Trademark Infringement, Copyright Violations and User Privacy.

(ClubZ Inc. continued)

- Redesigned company's testprep subsidiary and developed the website for very first franchise in Korea
- Executed nationwide lead generation campaigns using Google and Facebook Ads.
- Increased PPC conversation rates through extensive keyword research, cost analysis and by developing advanced mobile friendly landing pages while overseeing in-house PPC campaigns
- Performed ongoing web development, SEO, online support and custom upgrades to Franchisee websites.
- Increased network traffic by several thousand monthly visitors by creating fully dynamic lead generation websites.

**ACTI-KARE INC., Tampa, FL** (*FRANCHISE 500*)

2015 – 2017

**Webmaster / Front-End Developer / Wordpress Developer / SEO & Social Media Expert**

- Redesigned Actikare.com with a primary focus on SEO, lead generation, click-to-call action
- Applied SEO strategies and brought Acti-Kare Franchisees to top 10 ranking within a few months for their most popular industry keywords and search phrases in their local territory.
- Oversaw, maintained and continuously upgraded websites of 70+ Acti-Kare Franchises
- Increased overall company search engine positions by integrating on-site link building
- Elevated social media activity and increased reach from 300 to 3000 weekly users
- Executed social media campaigns and managed social media accounts for Franchise Owners.
- Assembled public database containing over 1 Million health care records
- Performed webmaster services, identified and solved server related issues pertaining to database administration, security, website speed and overall website performance.
- Monitored keyword positions while creating SEO reports for 70+ Franchise Owners.
- Managed creation of Facebook Business Pages and Google Places for Franchise Owners
- Integrated automated newsletter and mailing list functionalities using mobile friendly forms
- Created custom CRM database application for more effective and productive lead management

**POOLBUILDERS, Tampa, FL**

2015

**Owner / Founder / Web Developer / SEO / SEM / Social Media Professional**

- Designed and Developed Largest USA Pool Company directory & swimming pool resource listing over 20,000 US businesses and over 12,000 related articles.
- Integrated Marketplace, FAQ section and Custom Search Engines for Pictures, Videos & Jobs
- Brought company to Top 1 ranking on Yahoo, Bing, YouTube and other international search engines for most popular industry search terms within months.
- Launched and grew top 3 most popular swimming pool community on Facebook. Socially engaged over 10% of visitors per week while reaching over 15,000 visitors per week.
- Grew web traffic to 20,000 unique visitors within 2 months.
- Branded website on various social media sites and established industry authority.

**SUNGATE STONE & TILE LLC, Tampa, FL**

2012 - 2014

**IT Business Development Manager / SEO / SEM / Webmaster**

Oversaw technology, business development, marketing, and e-commerce operations for U.S. travertine wholesaler. Directed development, launch, and maintenance of all corporate and subdivision websites. Designed marketing collateral. Managed IT infrastructure/architecture & technical support, delivered logistics, customer service, accounting, B2B sales and human resources. Supervised and trained personnel.

(Sungate Stone & Tile LLC, continued)

*Selected Accomplishments:*

- Brought company to Top 3 ranking on Google nationwide and worldwide through custom SEO strategies for their most popular industry keywords. Maintained top position for years.
- Built retail business to 27% of total sales by identifying and contacting potential customers.
- Grew sales 36% by establishing partnerships with Google Shopping, Amazon, Craigslist, eBay.
- Facilitated revenue growth by negotiating out of state shipments and sales.
- Created and launched 5 separate informational and commercial websites.
- Increased web traffic to more than 85,000 unique annual visitors
- Launched and directed highly profitable e-commerce division for company.

*Operational Improvements:*

- Produced sales growth and increased brand name visibility through YouTube videos, Facebook marketing, Twitter, Pinterest and other social media.
- Improved operational efficiency by networking office equipment and centralizing data services.
- Enhanced efficiency by integrating VOIP into accounting systems for 1-click invoice faxing.
- Maximized productivity by re-staffing warehouse and reorganizing warehouse space.
- Instituted highly effective tracking system for arriving container loads.
- Worked closely with Account Executives and Sales Managers to improve marketing collateral, introduce new sales strategies, and develop comprehensive online and print catalogs.
- Streamlined costs by switching to new trucking and broker companies for incoming containers.

**JobsZilla LLC / osHelpers.com, Queens, NY**

2006 - 2012

**Owner / Project Manager / Graphic Designer / SEO / eCommerce Developer / Webmaster**

Established and managed web-based company providing consulting, design, maintenance, hosting, SEO and development services for osCommerce, osCmax, and CREloaded clients. Hired, trained, and supervised 10 to 12 programmers. Oversaw programmers & ecommerce projects and technical support & maintenance of 100s of websites. Managed complete project life cycles. Worked with more than 100 outside technical specialists and freelancers while outsourcing portions of e-commerce and non-e-commerce projects.

*Selected Accomplishments:*

- Grew sales by launching Corporate, Design, Coding & Marketing Division. Launched several hundred service packages, including Design Special, SEO Pack I & II, and Magnum MVS Cart
- Increased billable hours and outsourcing capabilities to more than 1,000 hours per week.
- Designed and developed several hundred shopping carts, including largest online pet shop.

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## TECHNICAL SKILLS

WIN 95 - WIN 10, XP, VISTA, DOS, UNIX, LINUX, MAC, ANDROID, HTML, HTML5, CSS, PHP, JAVASCRIPT, JQUERY, SQL, MYSQL, C/C++, RSS, LAN/WAN, CLIENT/SERVER, TCP/IP, FTP, ADOBE SUITE, MS OFFICE, MS ACCESS, QUICKBOOKS, PEACHTREE, CMS, CRM, ERP, PHOTOSHOP, WORD, EXCEL, POWERPOINT, OUTLOOK, DREAMWEAVER, WORDPRESS, WOOCOMMERCE, JOOMLA, MAGENTO, OSCOMMERCE, GOOGLE ADWORDS & ANALYTICS, FACEBOOK ADS, CPANEL, WHM, LAMP, DOMAINS, SERVERS, HOSTING, 3D DESIGN, 3D RENDERINGS, 3D VIDEO, AUDIO PRODUCTION, VIDEO EDITING

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## EDUCATION

**B.B.A. in Computer Information Systems, Cum Laude**, Bernard Baruch College, New York, NY

**A.A.S. in Computer Information Systems**, Queensborough Community College, Bayside, NY

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## LANGUAGES

Native Bi-Lingual. Fluent in English, German and Turkish

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