

CHRIS (KILIC) OKYAY

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Highly Accomplished IT Professional with 25 Years Multi-Industry Experience and Exceptional SEO, Graphic Design, 3D 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 leads and sales.

Core Competencies

Business Analysis ~ Business Development ~ Graphic Design ~ Marketing / Sales ~ Management
eCommerce ~ Sales Growth ~ Automation ~ Software Development ~ Product Management ~
SEO / SEM ~ 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

SPORTWAGEN ECKERT GBR, Neuburg, Germany 2019 - 2021
System Administrator / IT All-Rounder / Wordpress Developer

- Dealt with all IT System, LAN and Website related needs for large German Porsche parts dealer
- Upgraded outdated eCommerce system to more effective WooCommerce platform
- Improved performance while solving Server Management, Network Performance and Email issues

GREATER AMERICAN WOODWORKS LLC, Tampa, FL 2019
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
- Customized product descriptions and product attributes according to detailed specifications
- 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

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.

(ClubZ Inc. continued)

- Identified and remedied legal issues pertaining to Trademark Infringement, Copyright Violations and User Privacy.
- 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.

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

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

LANGUAGES

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