

# Christopher Martin

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## Qualifications

*Strong technical/web background – Strategic business development – Effective project management*

Web services & management professional proficient in web design, SEO, Google Analytics, digital marketing, copywriting and testing platforms. Development skills include HTML, CSS, PHP, JavaScript, Wordpress, and domain management. Team-oriented business development leader with experience in sales, marketing, operations, partnerships, contracts, product development, and project management.

## Professional Experience

**Seboda Consulting** - San Francisco, CA 2018-Present

### ***Director, Development & Innovation***

- Consult on web design, new content creation, and website optimization
- Design and execute SEO strategy using tools such as Moz, Yoast and Google Search Console
- Manage digital advertising campaigns through pay-per-click services including Google Adwords, Doubleclick.net and Facebook
- Improve website performance including revenue, bounce rate, and site speed by implementing test programs using tools such as Google Optimize, Optimizely and Unbounce
- Execute social media strategy with the following platforms: Hootsuite, Spring Social, Facebook Insights and Twitter Analytics

**Paul Ekman Group** - San Francisco, CA 2015-2017

### ***Director of Business Development***

- Developed and executed sales and marketing strategy that led to an increase in YOY sales of 35% and ecommerce conversion rate from .25% to .45%
- Improved design and content of the website which decreased bounce rate from 50% to 30%
- Created new web content, implemented new features, testing platforms, metric improvements, SEO enhancements, domain administration
- Hired new staff, employed team management tools (Asana), CRM (Insightly), installed new office infrastructure
- Tracked projects using Asana, effectively set and met goals, utilized interpersonal skills between different teams
- Created and distributed press releases (over 80 million reached), designed and executed social media strategy, designed and released monthly newsletter, created website content and marketing collateral

**Paul Ekman Group** - San Francisco, CA 2013-2015

### ***Operations Manager***

- Designed and released new online training tools including Facial Action Coding System and Micro Expressions Training Tool, and Micro Expressions Quiz
- Installed enterprise-level subscription service, affiliate program begun
- Established new sales strategies with enterprise clients in law enforcement, military, universities
- Tracked invoices from vendors and contractors, trained new hires
- Created company documentation for customer service, terms of service, contracts, executed contracts with vendors, bylaws for Board of Directors, trademarks established

**Minxy Boutique** - San Francisco, CA

2011-2013

***Business Assistant Manager***

- Led web development, domain management, security camera installation, audio/visual installation
- Composed employee handbook, interviewed new hires, conducted training and development
- Maintained office computers (Mac, Windows), servers (Linux),
- Interviewed potential staff for events, equipment installation, logistics planning, contract negotiation, vendor negotiation

**Funts** - San Francisco, CA

2009-2011

***Business Operations Manager***

- Built new servers (Windows, Mac, Linux), maintain user's computers, office support
- Ensured standards for quality, interoperability, payroll, events, and customer service
- Managed and motivated a team to increase productivity and ensure efficiency
- Organized large scale events, including logistics, arrangements, special promotions

**Rackspace Managed Hosting** - Herndon, VA

2006-2008

***Data Center Operations***

- Maximized customer's uptime while protecting customer's data and hardware integrity
- Built new servers from scratch and performing maintenance on existing hardware
- Installed and administered numerous software operating systems
- Installed and configured of many different network devices, routers, switches, etc.

**Fairfax County Court Services** - Fairfax, VA

2005-2006

***Pre-trial Evaluator***

- Used sophisticated data retrieval software for criminal and DMV record access
- Exercised a calm demeanor at all times amid direct exposure to colorful characters
- Immersed in a government environment with probation officers, magistrates, and police officers

**Education**

Shenandoah University

2006

*B.A. Interdisciplinary Studies*

**Interests**

Yoga, meditation, cooking, hiking, biking, MMA, music performance, novels, science fiction