

# A. Christopher Turner

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Spring Hill, Tennessee 37174

615.669.9106  
Chris@ChocolateSEO.com

## SKILLS

### **Online Marketing**

- SEM/SERM Content
- Keyword Evaluations
- Press Releases
- Website Content
- Effective Call to Actions
- *Analytics Certified*
- *Adwords Certified*

### **Programming**

- Multiple Programming Languages
- WordPress Specialist
- MySQL knowledge
- Online Forms and Applications
- JavaScript, CSS, Flash
- CRM, CMS knowledge
- SEO and Link Building

### **Managerial**

- College Course Instructor
- High Functioning Leader
- 10 Years Experience
- Effective Communicator
- Productivity Motivator
- Team Management
- Organization Expert

## PORTFOLIO

[Berg Injury Lawyers](#) || [BreatheAmerica](#) || [Jet's Pizza](#) || [MyGuru - Tutors/Test Prep](#) || [Dr. Gaw](#)

Link Building / SEO || Link Building / SEO / SEM || SEO / SEM || SEO / Content || Design / Dev

## EXPERIENCE

### **SEO & Content Manager June 2013 – Current**

**SCD – 16digital  
Nashville, TN**

South Central Digital became an independent entity in 2014, separating from South Central Media. As such, SCD became a small business with corporate support (South Central Communications). In this role, I directed the SEO efforts for SCD clients, along with managing content teams. Under my direction, SEO is one of the most successful and profitable solutions for the agency. SCD was dissolved in June 2015 and purchased by the employees, becoming 16digital. Where my duties expanded and I became the Director of Digital.

### **Marketing Consultant November 2011 – Current**

**ChocolateSEO  
Nashville, TN**

Using a network of dedicated developers, designers, search marketing specialist, and content creators, Chris leads [C.SEO](#) teams in fulfilling client needs. He felt it was important to create an environment where the clients were a part of their marketing plan and understood exactly what was going on.

### **SEO Specialist November 2011 – September 2013**

**cj Advertising  
Nashville, TN**

Focused on technical and local SEO, I directly reported to the Director of SEO/SEM. During the course of the first year with the organization I created five new processes, managed the upgrade from Google Places to Google+ Local and perform the implementation of a number of other innovative solutions that led to increased leads for *all* clients for 2012. Based on my work, clients saw ranking improvements from page 2 and 3 to page 1, along with increases of 20-40% in traffic on average.

### **Senior Web Developer/Programmer June 2008 – November 2011**

**Local Search Masters  
Nashville, TN**

Reporting directly to the President, I managed various aspects of each of our 30 client's accounts in terms of Pay-Per-Click campaigns, copywriting, website design and effectiveness, SEO, Google Analytic reporting, and other Internet SEM and SERM operations that involved managing team members.

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## EDUCATION

### **University of Phoenix \ Nashville, Tennessee**

Bachelor of Science – Information Technology (**May 2009**)

Masters of Science – Information Systems (**April 2012**)

### **Trident Technical College \ Charleston, South Carolina (Fall 2004)**

To assist in my understanding of business, computer systems, and technical operations I enrolled in several classes. I have successfully completed financial management, small business operations, and A+ certification courses.

### **Community College of the Air Force \ Various Locations (2001 - 2005)**

Upon joining the Air Force in February of 2001 I was automatically entered into the Community College of the Air Force. Any training or specialized learning done during my enlistment was held there for application toward a degree.

### **Cheyenne High School \ Las Vegas, Nevada (1998 - 2000)**

By fulfilling the requirements of Nevada (taking a set number of college level classes in a high school setting), I was able to graduate with honors and a grade-point average of 3.87 at the age of seventeen.

## SUPPLEMENTARY EXPERIENCE/ACTIVITIES

- Member and Volunteer for Fellowship Bible Church Brentwood, Tennessee in the Production Area during Saturday and Sunday services.
- Avid social networker, tweeter, blogger and public radio listener.
- Currently also work as an Instructor at [Nossi College of Art](#).

## TECHNICAL SKILLS

- Skilled with html, PHP, CSS, asp, and other Internet languages, CMS integration, general copy writing and writing for the Internet, sales analysis, Google Analytics, pay per click management, web site design and implementation, Contract documentation and creation, business management.
- Internet marketing understanding with a great wealth of knowledge in the area of search engine marketing and search engine optimization.

## STRENGTHS

- Dependable, independently productive and flexible worker with the proven ability to cooperate in team efforts.
- Process-driven leader with ability to develop systems for ease of maintenance and improved ROI.
- Self-motivated, organized, quick learner, focused on attention to detail and accuracy.
- Active listener and experienced Toastmaster.

## REFERENCES

Provided upon request // Refer to: [www.linkedin.com/in/achristurner](http://www.linkedin.com/in/achristurner) or [ChocolateSEO](#)