

CHRIS HUGHES

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SUMMARY OF QUALIFICATIONS

Graduating Administration/Management Major with Sales, Marketing, and Entrepreneurial experience (including an International role) that built & improved customer service, drives increased sales/revenue, and meets established goals for small businesses.

Computer Skills

Microsoft Excel/PowerPoint/Access/Word, Wordpress Web Design, Article Marketing, Video Marketing, Search Engine Optimization, Google AdWords, Information Product Creation

Marketing/Management Skills

-Internet Marketing Strategist Brain Smart Success	-Overseeing a team
-Co-Founder Webanatics Internet Marketing Firm	-Conducting/Analyzing Market Research
-Conducting Effective Sales Presentations	-Attraction Marketing Specialist

EDUCATION

State University of New York College at Buffalo

Bachelor in Science Business Administration Management Concentration | December 2010
(GPA: 3.24/4.0)

State University of New York Broome Community College

Associates in Science in Business Administration | December 2008

State University of New York at Albany

MARKETING & SALES EXPERIENCE

BRAIN SMART SUCCESS, Orlando FL

2011 to present

Internet Marketing Strategist/Co-Founder

Identified a need for a smarter approach to using Social Media and Internet Marketing for marketing small businesses. I specialize in finding and implementing creative marketing solutions for small businesses. Increase sales volume, improve website conversions, generate more income from existing clients by automating a follow-up marketing system for clients.

Learn more at <http://www.BrainSmartSuccess.com>

CHRIS HUGHES CONSULTING, Buffalo NY

2008 to present

President/CEO

Founded a professional service company that provides consultation to entrepreneurs and small businesses on Internet marketing strategy and implementation to include best practices when integrating a suite of Social Media and Search Engine Optimization technologies. Clients include.....

- NSI Healthcare Recruiters
- Horn Family Chiropractic
- HeadStart Chiropractic
- SaltLakeBride.com
- WeddingSoEasy.com
- Horn's True Value
- SportFitLA.com
- Aspire Technology Solutions

Learn more at <http://WhosChrisHughes.com>

WEBANATICS

Jan 2010 to Jan 2011

Co-Founder/Content Producer

Created content for blog and helped drive traffic. At WebAnatics we offer a better way to deliver web technology for your organization. We are people that care deeply about the success of our customers. Fast, Easy, Affordable, Agile and Evolving are the heart of everything we do. I connect clients with our team and train the team on how to best use each Social Network. Learn more at <http://WebAnatics.com>

JUGGLING SECRETS, Buffalo NY

2009 to present

President/CEO

Founded a company to teach the art of juggling—both the fundamentals and advanced tricks. Identified a talent of mine and an absence of an on-line resource for those who would like to learn how to juggle. I created an on-line course, which consisted of a series of consecutive training videos. This is a downloadable, digital product accessible and referenceable 24/7. I promoted it via an affiliate marketing program through Clickbank.com and was successful in attracting > 35 affiliates to assist me in selling it nationally. Learn more at <http://jugglingsecrets.com>

Chegg Champions, Buffalo NY

2009 to present

Chegg Champion

As a Chegg Champion, I led a grassroots campaign utilizing viral marketing and social media to realize tremendous dollar savings for a significant student population by converting their textbook purchasing habits from ownership to rentals. On average, students save hundreds of dollars on their textbook rentals. Additionally, I led students to Chegg's buy-back program that helped them convert their used textbooks into cash.

SHAKLEE CORPORATION, Buffalo NY

2007 to 2009

Independent Distributor

Created marketing campaigns for targeted lead generation for our health products. Created a funded-proposal sales funnel to filter those who were the most interested in product purchases. Managed a team of 15 independent distributors and took the initiative to motivate my team and led weekly leadership training. Advanced to designation of Director within a 3-month period.

EXTRA-CURRICULAR ACTIVITIES

- **Business Associates of Buffalo | Member**
- **Buffalo Jugglers | Member**
- **Buffalo Futbolists Indoor Soccer League**
- **Buffalo State College Volunteer and Service-Learning Center | Member**
- **Valley Christmas Parade Sayre, Pennsylvania | Volunteer Juggler**
- **Assistant Soccer Coach Girl's Youth Under 8 | Volunteer Coach**

RESEARCH, PUBLICATIONS AND PRESENTATIONS

<http://WhosChrisHughes.com>

<http://Youtube.com/WhosChrisHughes>

<http://BrainSmartSuccess.com>

<http://Webanatics.com>

<http://JugglingSecrets.com>

<http://P90XWithChris.com>