

# **Chris West**

*E-Marketing Trainer | Speaker | Consultant*



► **Marketing Trainer**» I create and implement detailed plans and processes that are workable to achieve the marketing goals for a product or service. To this end, I use online and offline marketing methods.

► **Interests**

» Internet Marketing • Marketing Strategy • Search Engine Optimization  
» Entrepreneurship • Leadership • Management • Networking  
» Speaker • Professional Development • Personal Branding • Training • Presentations

## BIO

Chris West is an award-winning marketing strategist who currently lives in Houston, Texas. After graduating from University of Texas at San Antonio with a degree in Marketing, he proceeded to work with multiple companies including Google. He is a sought-after marketing consultant and trainer who creates strategies that help organizations reach goals more efficiently. Helping his clients become successful in the long run is his top priority.

“I chose marketing because it’s a field that gives you the ability to make a positive difference in an organization. I feel that as a marketer, you actually get to make key decisions that will determine success or failure. The marketing field comes by trial and error, which in turn makes me a better, well-rounded individual.”

Chris is a speaker at trade associations, universities, and business clubs like netsquared and Social Media Breakfast. He makes sure he engages and motivates any audience that he is presenting to by creating actionable advice for their industry. He is a board member of the American Marketing Association-SA and is associated with many networking groups. While achieving his own goals is important, Chris also wants to inspire and influence business professionals by working with them to achieve their professional and organizational goals. Chris holds certifications in E-Marketing and Google Analytics.



- ▶ Certified eMarketer
- ▶ Google Analytics Qualified Individual
- ▶ San Antonio Student Marketer of the Year 2011
- ▶ American Marketing Association SA Board Member 2011-2012

**My extensive experience with multiple organizations:** clients, contracting, employment, volunteer work.

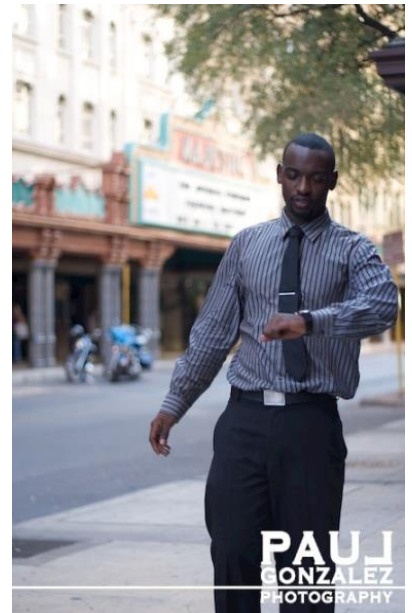


**Soft Skills**

- »Strong Work Ethic
- »Positive Attitude
- »Self-Confidence
- »Flexibility/Adaptability



- ◆Google Inc. Presenter | Marketing Outreach
- ◆American Marketing Association- Board Member
- ◆BIF Technologies- Marketing Director
- ◆Alamo Stone Church. Increased website rankings



# Speaking



## Topics

- Marketing Strategy
- Online Marketing
- Search Engine Optimization
- Using LinkedIn for business success
- Social Media Strategies
- Getting more opportunities by Networking



## **Testimonials**

“Chris was instrumental in bring me an awesome opportunity to expand my reach on Google+” .

[Joelle Karout](#) *Social Media Writer, Lowes Home Improvement*  
was with another company when working with Chris at Google

“I am very pleased to have had the opportunity to work with Chris Cheethan-West in his capacity as a marketing specialist with Google. He has been very generous with his knowledge and has helped me get my clients set up correctly on Google Places -- something I greatly appreciate. He also is committed to HIS client's success. That's something I value even more.”

[Kelly Morris](#), *Public Relations Consultant, Owner, Kelly Morris Public Relations*  
was with another company when working with Nimi at Google

Chris is a great dude to work with and put together a very organized marketing strategy document for our church and executed it to perfection. He's a young guy with smarts and a good drive motor.”

**Top qualities:** Great Results, Personable, High Integrity  
[Dave Borski](#)  
hired Nimi as a Business Consultant in 2011

You need to keep your eye on Chris! He has the right entrepreneurial mindset and attitude that tells you he is going to shape and create his destiny quickly. Chris will be successful in any venture he pursues. He success will come from the passion he shares with clients, customers, and associates alike.”

[Luis Aguirre, MBA](#), *Partner/Marketing Strategist, Rumble Creative Group*

“Chris is a go-getter. We met at a Google event where we found out that our services are complementary. He is focused on reaching his customers, doing a great job for them, and has the backing of a great organization. I recommend Chris!”

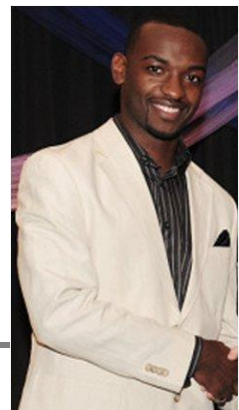
<sup>1</sup> [Ezequiel Quijano](#), *Founder & President, MarketingLab*  
was with another company when working with Chris at Google

“Having a background in marketing Chris always brings great ideas to the table. He is very oriented and always knows what to do in a tough situation. He is also a great motivational speaker and great guy to talk to.”

[Gilberto De Los Reyes](#), *Event Coordinator, LA CUPULA*,  
studied with Nimi at The University of Texas at San Antonio

“He's equally qualified in his level of people skills and posses a high level of "Emotional Intelligence" of which "self-mastery" is key. Chris will compliment any organization that is wise enough to bring him on board and his confidence and competence will be added value for them. It is my pleasure to speak to the emerging professional character of this young man.” *May 30, 2011*

[Jim Reed](#), *President, Jim Reed Consulting*



**For marketing training, Speaking, consulting, or other inquires contact :**



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**Linked** 

