

Corey C Chambers

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CAREER OBJECTIVE

Seeking a position with an opportunity to progress in a career with an employer that can capitalize on my motivation and experience in writing and marketing.

EDUCATION

California State University Fullerton - B.A. Degree in Marketing

U. S. Air Force - Certificate: Information Systems/Communications Computer Operations R.O.P. - Certificate: Video Production

QUALIFICATIONS

15 years of business management experience, including many successful initiatives in launching profitable enterprises, new products and services.

20 years of computer experience: AI prompt engineering, ChatGPT, Dall-E, Midjourney, Crypto blockchain, NFT, Solidity smart contracts; mainframe, PC, Mac operations, hardware, software installation; Internet marketing, website design, HTML, Social Media, Pay-per-click, bulk email, SMS Text Broadcast / Voice Broadcast, Video Email, lead capture, Etsy, Shopify, Pricegrabber, SEO, search engine, keyword optimization, affiliate programs, video streaming; Microsoft Word, Access, other databases, Corel Draw, Pagemaker, Illustrator, Quark, PhotoShop desktop publishing, Macromedia Dreamweaver & Flash, Power Point, macro programming of Excel, Lotus spreadsheets, bulk mail processing; GIS mapping; Multimedia; telecommunications; advanced voice mail, VOIP; Typing (75 WPM)

20 years of sales and marketing experience: More than \$100 million in sales, online / offline marketing, telephone / on-site sales campaigns, lead generation; design and production of advertising materials (writing, designing ads, press releases, business documents, sales letters, flyers, brochures, signs, radio and print advertising copy writing); media buying; traffic; ad sales; trade show logistics, planning, exhibition, representation; opt-in bulk email, affiliate marketing; eCommerce; creating successful co-promotion with other websites and content providers.

10 years of layout/design experience for desktop publishing, sign production and web design

Outstanding communication skills (public speaking and writing); excellent math skills; public relations including technical writing, PR / press release and distribution, press relationships.

EMPLOYMENT HISTORY

Keller Williams / Realty Source Inc / Corey Chambers, Broker - October 2010 to Present

Realtor® real estate agent, broker, advertising, PR, lead generation, sales, technology, training, writing and teaching. Achieved more than \$18 million in personal sales and more than \$48 million in team sales. Wrote and published 2,857 real estate blog posts, and produced more than 1,429 videos, which garner millions of views.

Entar.com - July 1999 to October 2010

Channel Marketing Specialist – Increased sales 60% Responsible for maintaining, expanding and optimizing online sales channels including Channel Advisor for FontaineFaucets.com, eBay, eBay Store, eBay Express, Craigslist, Shopify and shopping engines; trained new employees on product photography and product additions for Overstock.com. Planned with team and created marketing materials for large Kitchen and Bath Industry Trade Shows. Assisted co-workers with hardware and software issues. Worked with IT contractors in implementing network, systems and communications upgrades. Created product ROI and sales analyses with Excel pivot tables, improving stock purchasing. ROI analysis, product pricing (improved inventory efficiency through pricing strategy), photography and ad writing for new products; created and promoted Fontaine Yahoo store to achieve an additional \$15,000 per month in new sales. Optimized ChannelAdvisor listings, ads and promotions, including improvements in photography, keyword optimization, product descriptions, pricing, scheduling and inventory management to increase sales 60% (\$730,000) in one year. Created plan to improve inventory control issues by hiring inventory specialist programmer to create import/export scripts linking all channels.

Entar.com - July 1999 to March 2006

Marketing Manager - Responsible for planning and executing marketing programs in- house and for clients in medical device manufacturing, retail and advertising industries, including creating a new marketing plan for CHI Institute/Infrasound, Inc., overseeing re- design of product faceplate; re-organizing print advertising budgets, planning, execution and tracking using MS Project; creating special promotions for distribution chain; planning, attending and organizing trade shows. Added products lines, advertising copy, photography and streaming video which helped Yahoo store BrandsOnSale.com increase its sales 500% in a nine month period. Organized a team of thirty to research the market for Internet video broadcasting with Entar.com. Formed a profitable business model, designed a highly functional website, acquired programming and content, and marketed VillageTV.com via affiliate programs, keyword optimization and PR. Created 30 new accounts for Universal Savings Bank by canvassing and presentations to retail store owners.

Newport Medical Instruments - March '98 to February '99

Sales Assistant - Assisted Director of North American Sales in establishing and

supporting a network of domestic distributors. Provided customer service and built relationships with customers and distributors. Created systems for lead/customer tracking, dealership enrollment and marketing materials distribution using Access databases, Excel spreadsheets, Internet and other technologies. Planned logistics for trade shows and represented company at events. Aided in design of website.

City View Mortgage Corporation - September '93 to February '95

Marketing Coordinator - Responsible for all advertising campaigns (planning, implementation, design, production, and analysis); bulk mail processing; design of business forms, flyers and brochures with Corel Draw; writing sales letters, ad copy and press releases; PC hardware /software installation; mailing list database management; Excel data sheets; sales reports and analysis; design of publication ads and promotional items; customer service; sales support.

Sign Images (Self Employed) - April '90 to July '93

Owner/Manager - Administration, marketing, sales, personnel management, design and production of signs, banners, etc., using computer-cut vinyl lettering and graphics.

U.S. Air Force - April '86 to April '90

Communications/Computer Operator - Supervision of data communications facility and personnel, mainframe computer operations, tech support, running batch jobs, troubleshooting, hardware maintenance, communications computer (OCR) operations, classified message handling. High-level security clearance / extensive background investigation. Sergeant / honorable discharge.

ADDITIONAL EXPERIENCE

Advertising sales, administration, program production, advertising production for radio / print ads. R.O.P. Electronics. Engineering VLSystems networking of CSUDH.

ADDITIONAL QUALIFICATIONS

Strong math skills, drafting and excellent technical knowledge

Highly motivated, well-organized self-starter and job finisher.

Analytical, with the ability to prioritize and take initiative to produce results.

Punctual, honest and a pleasure to work with.

Proven ability to lead, follow and work as a team player.

Extensive computer and technical background.