



Christopher Lynk

P R E S I D E N T – H E / H I M

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P R O F E S S I O N A L S U M M A R Y

I'm creative, driven, and extremely versatile. I solve problems, keep a cool head, and drive people to take pride in their work.

With over a decade of experience as the president of an IT/Marketing agency, I'm especially well-rounded. I know how to bring people, processes, and results together. From marketing, to sales, to creative branding, to content creation, to complex project workflows, I've done it all.

S K I L L S

Web Design & Management

Joomla, WordPress, HTML/CSS, Elementor, Divi, SP-Page Builder, Cloudflare, SEO, SEMRush, Accessibility Compliance

Marketing and Content Development

Blogging, MailChimp, Direct Mail, Campaign Development, Gemini, ChatGPT, Claude, Ad Copy, Brochures, eBooks, Documentation, Social Media

Graphics and Media

Adobe Photoshop, Canva, Adobe Stock, Premier, Capcut, Arcade, OBS, Loom, Clip Studio Pro

Administration

Microsoft Office, ConnectWise, Notion, Obsidian, Google Workspace, Google Sheets, Hubspot, GoHighLevel, Basecamp

A C C O L A D E S

BA in Computer Art

SUNY Oneonta

MSPmentor 250

Named among the top IT professionals in 2013

President

Directive / Oneonta, NY / December 2011 to Present

Responsible for several departments, including the web design, hosting, content, SEO, and sales. Took on the role of account manager for key clients, managed projects, continued to build marketing materials and improve products.

- Sold, launched, managed, and hosted hundreds of websites.
- Built marketing campaigns with various types of print and digital materials.
- Maintained and improved internal processes.
- Acted as the role of editor, managing internal writers, publishing over 120 blog posts each month for over a decade.
- Organized and supervised new projects and internal initiatives.
- Account manager and marketing consultant for hundreds of clients.
- Built multiple services, including cybersecurity compliance services and AI consulting services.

Director of Business Development

Directive / Oneonta, NY / June 2007 to December 2011

Focused on growing a small mom & pop IT company locally and expanded the web and marketing services coverage from local businesses to other IT companies worldwide.

- IT and website customer service and project management.
- Proposal building and sales.
- Marketing and presentations (webinars, events, trade shows).
- Planned and built several marketing products including websites, content kits, print materials, marketing processes, and ongoing marketing services.
- Business grew from 4-5 employees to 40+ employees.