

Vernon Chalmers

Internet Marketing / SEO Trainer Cape Town & Johannesburg

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Summary

Vernon Chalmers is a business consultant and facilitator of a variety of business management courses and projects in Cape Town and Johannesburg. Herewith briefly listed are all major knowledge, skills and application areas since 1991:

2008 - 2010 courses facilitated and / or projects developed

- * Business administration
- * Financial management / concepts
- * Human resource management / workplace relations
- * Internet Marketing and Search Engine Optimisation
- * Management Information Systems / E-Commerce Strategy
- * Microsoft Project
- * Project management and leadership

Other courses facilitated and / or project involvement (previous 16 years)

- * Customer service
- * Entrepreneurship
- * Labour relations / Industrial psychology
- * Logistics and transport scheduling
- * Marketing & sales management
- * Microsoft Office & Project software
- * Military management and leadership
- * Organisational behaviour
- * Organisational design
- * Presentation skills

Specialties

- * Internet marketing
 - * Management Information Systems
 - * Marketing management
 - * Project management
 - * Presentations and training facilitation
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Experience

Internet Marketing / SEO Trainer Cape Town and Johannesburg at Vernon Chalmers

December 2007 - Present (2 years 4 months)

Development and deployment of Internet business modeling, Internet Marketing campaigns and courses.

Key Performance Areas

- * Client and student consultation
- * Trend / market research
- * Preparing of Internet Marketing plans
- * Configure and customise Web 2.0 websites
- * Apply Search Engine Optimisation Tools
- * Deploy Internet Marketing / advertising campaigns
- * Planning and deployment of online sales practices

Evaluate the effectiveness of a website / Internet Marketing campaign / online sales

- * Website Analytics

1 recommendation available upon request

Lecturer at Cape Peninsula University of Technology

February 2006 - Present (4 years 2 months)

Part-time lecturing contract (once a week) at the Graduate Centre for Management facilitating HR management

Key Performance Areas

- * Industrial psychology basics
- * HR environment in SA
- * Various HR processes and procedures
- * Student evaluations

1 recommendation available upon request

Lecturer at Varsity College

August 2003 - Present (6 years 8 months)

Lecturing of E-commerce to BBA / BCom students for a 12 week program annually.

Key Performance Areas

- * Internet and networking principles
- * Technology deployments
- * Website deployment
- * Internet Marketing
- * Online supply chain management

Lecturer at Cape Peninsula University of Technology

January 2001 - June 2008 (7 years 6 months)

Lecturing of a variety of management subjects on a part-time / evening contract basis for various faculties

Subjects

- * HR management
- * Marketing management
- * Organisational Development
- * Project management
- * Training management

1 recommendation available upon request

Partner at Blu-C

January 2000 - September 2004 (4 years 9 months)

Founder member of a privately hold Internet and public relations agency

Key Performance Areas

- * Business / administrative partner
- * Project manager
- * IT sales / operations manager

IT / Internet Consultant at Cape College

June 1997 - December 1999 (2 years 7 months)

Responsible for drafting IT policies and procedures

Key Performance Areas

- * Drafting IT policies and Procedures
- * Developing a staff Intranet (all elements)
- * Evaluating IT efficiency across the campus

Sales & Marketing Consultant at Intel

June 1995 - July 1997 (2 years 2 months)

Responsible for product / technology sales to the IT dealer base in Cape Town

Key Performance Areas

- * Corporate presentations
- * Customer / sales visits
- * Co-op advertising management
- * Dealer training
- * Report writing

Management Lecturer at Cape College

January 1994 - 1995 (1 year)

Lecturing a variety of management subjects on a full and part-time basis

Subjects

- * Economics
- * Entrepreneurship
- * Sales Management
- * Training Management
- * Microsoft Office

Management Training Officer at SA Navy

January 1992 - 1994 (2 years)

Presentation and development of military management subjects and short courses

Key Performance Areas

- * Presentation of military management and leadership
- * Development and presentation of labour relations seminars
- * Training needs analysis
- * Post course evaluation development

Education

Management College of Southern Africa

MBA, Business Admin / Marketing, 2007 - 2010

Cape Peninsula University of Technology

NHD, Human Resource Management, 1990 - 1990

Cape Peninsula University of Technology

ND, Human Resource Management, 1987 - 1989

Honors and Awards

Two Chief of the SA Navy's excellence awards for management and labour relations training / course development

Interests

Business

- * Global Economics
- * Information Technology

Personal

- * Cooking
- * JSE Trading
- * Reading biographies
- * Traveling

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3 people have recommended Vernon

"Expert and experienced, Vernon has designed and delivered effective management training to well known corporates, and universities, in project and financial management, ecommerce."

— **Lisa Cumberpatch (Cilliers)**, *Consulting/freelancing, self employed*, was a consultant or contractor to Vernon at Ballard & Chalmers

"Vernon is one of those rare lecturers who manages to keep you interested in a lecture from beginning to end. He researches his topics thoroughly and adds a practical touch by including personal experience, and examples from successful people in the industry into his lectures. He also encourages education outside of the classroom environment by recommending practical books related to the topic in discussion, in order for his students to get better insight into the corporate world."

— **Ma'ayan Jowell**, *Student, Cape Peninsula University of Technology*, was with another company when working with Vernon at Cape Peninsula University of Technology

"When I enrolled onto the Project Management course after a lengthy pause from studying, my studies were made quite pleasant, and understandable Vernon. His innovative ways of using learning resources makes for easy adaptation of the principles to various industry sectors, made it easy to understanding in how to implement in one's current work environment. Some of attributes exuded by Vernon in his class include: good listening skills, approachable, and animated presentation that positively transfers to his audience. My level of translating lessons learnt can be attested by my rather above average marks achieved, as I have appreciated his lecturing, and developing us as students."

— **Thandeka G. Tyatyantsi**, was Vernon's client

[Contact Vernon on LinkedIn](#)