Christopher James Abraham

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PERSONAL STATEMENT

I am a recognized expert in organic search engine optimization (SEO), online reputation management (ORM), online perception management (OPM), and digital strategy. My expertise spans Google Business Profile (GBP) recovery and optimization, AI-driven SEO (AISEO), content marketing, and digital PR. With over two decades of experience, I specialize in helping businesses, executives, and brands enhance their online presence, manage their reputation, and navigate complex digital challenges.

Beyond my hands-on expertise in SEO, site optimization, and online brand protection, I have held senior leadership positions at agencies including New Media Strategies and Edelman. I am a pioneer in online publishing, digital advocacy, and social media marketing, with a proven ability to anticipate industry shifts and leverage emerging trends for brand growth. My experience also extends to application development, web technologies, and online community outreach, positioning me as a trusted consultant for businesses and high-profile individuals.

I am a seasoned public speaker, panelist, and digital strategist, regularly presenting at conferences, universities, and industry events. Whether through keynote speaking, thought leadership, or direct consulting, I am passionate about sharing my expertise and driving measurable success for my clients.

Core expertise: Technical and organic SEO, Google Search Console, PageSpeed Insights and Core Web Vitals, site migrations and 301 redirects, backlink disavowals, Google Business Profile recovery and optimization, AI-driven SEO (AISEO), ORM and OPM, content marketing, digital PR, influencer and social media marketing, blogger outreach, SEM and PPC.

EXPERIENCE

Independent SEO Consultant — Arlington, VA (current)
Senior technical SEO and GEO consulting under my own name and through Gerris Corp: GEO and AEO audits of what ChatGPT, Perplexity, Gemini, Claude, Copilot, and Google AI Overviews say about a business; rendering forensics on React, Next.js, and Hyvä builds; SEO changes merged through GitHub on headless stacks; indexing repair and migration support. Current engagements are listed, anonymized, at christopherabraham.com/case-studies.

Meritus Media, Clearwater, FL — Digital Strategy

- Manages and recovers Google Business Profiles (GBP) from suspensions, ensuring swift reinstatement and compliance with Google's policies.
- Creates, optimizes, and maximizes GBP presence, improving local search visibility and engagement through strategic content updates, reviews, Q&A management, and service/product listings.
- Provides expert SEO services, including on-page, off-page, and technical SEO to enhance organic search rankings, site performance, and keyword integration.
- Implements AI-driven SEO (AISEO) strategies, leveraging AI tools to refine metadata, expand content, and improve search engine indexing.
- Handles online reputation management (ORM) and perception management (OPM), mitigating negative search results and reinforcing brand credibility.

- Optimizes Google Search Console, PageSpeed Insights, and Core Web Vitals, ensuring sites meet Google's performance and indexing standards.
- Executes 301 redirects, site migrations, and backlink disavowals, resolving technical SEO issues and maintaining link health.
- Advises businesses on integrating GBP with their website, enhancing local SEO, building trust with Google, and improving discoverability.
- Secured high-profile clients, working with executives, brands, and businesses across various industries.

Gerris Corp, Arlington, VA — Principal & Founder

- Offers extensive influencer marketing and social media marketing consulting services for a wide array of businesses.
- Evaluated and improved search engine optimization and online reputation management.
- Managed all aspects of marketing, digital PR, blogger outreach to ensure successful marketing campaigns and increased brand recognition.
- Secured high-profile clients including TB12, Skinny Coconut Oil, Newconomy.media, SPYRUS, Status Labs, SweatNOW, and others.

FameRep, Oceanside, NY — Founder & CEO

- Offered extensive consulting services for a wide array of businesses.
- Evaluated and improved search engine optimization and online reputation management.
- Managed all aspects of marketing and digital PR to ensure successful marketing campaigns and increased brand recognition.
- Secured high-profile clients including Unison Agency, White & Company, Eyeglass.com, RLMPR, iCre8t Results, and Reputation.com.

Newconomy.media (Cryptarium), Tallinn, Estonia — Executive Editor, Reporter, & Co-Founder

- Partnered with Managing Editor to produce a daily online digital news source for the cryptocurrency, blockchain, and digital currency industry.
- Wrote long-form and interview content as well as worked with a staff of writers and experts to produce high-quality, timely, and germane content.
- Worked as a public face for the publication, on the site, on social media, in interviews, and when producing virtual online conferences.

Unison Agency, Washington, DC — Director, Social Media

- Launched social media practice focusing on online brand recognition.
- Used comprehensive social media campaign to drive sales efforts.
- Worked with founder and president, Robert Fardi, on business development projects.
- Secured high-profile clients including AAFMAA, Sage North America (Sage One and Sage 50), Snikiddy, and CFCNCA.

Reputation.com, Redwood City, CA — Team Lead, Special Projects

- Sold reputation management services in subscriptions from $10,000–$100,000 per month to high net worth and high-profile individuals.

- Provided detailed technology and strategy recommendations to staff and business owners.

SocialAlly, Ontario, CA — President

- Developed business strategy, tactics, and processes for social media and digital PR.
- Training social media and blogger outreach team.
- Secured high-profile clients including Mizuno Volleyball and McKinney.

Abraham Harrison, Arlington, VA — Cofounder and President

- Developed and oversaw the execution of comprehensive marketing plans and strategies including, but not limited to, SEO, SEM, PPC, ORM, content marketing, blogger outreach, and customer engagement.
- Managed business operations and development.
- Secured high-profile clients including Alzheimer's Association, Aruba Tourism, Deutsche Telekom, Greenpeace, Habitat for Humanity, Home Shopping Network, International Medical Corps, Kimberly-Clark, Mitsubishi Motors, National Association of Home Builders, The Pew Charitable Trusts, Qorvis Communications, Sharp Electronics, Snapple, USOC Winter Team, T. Rowe Price, and Friendster.

TEACHING & SPEAKING ENGAGEMENTS

Georgetown University, School of Continuing Studies — Guest Lecturer
Influencer marketing; Online reputation management; Organic search engine optimization (SEO)

South by Southwest (SXSW) — Panelist
Outsourcing & Offshoring Social Customer Service

NVTC Social Media Committee — Moderator
Meaningful Measurement: The Impact of Social Media panel discussion

University of Oregon, School of Journalism and Communication — Guest Lecturer
Digital PR and social media marketing

George Washington University, School of Media and Public Affairs — Guest Lecturer
Web technology and entrepreneurial journalism

University of Maryland, College Park — Guest Lecturer
Digital PR and social media marketing, COMM 350 (Public Relations Theory) and COMM 370 (Mediated Communication)

American University and Georgetown University — Guest Lecturer
Social media, marketing, and technology career and internship opportunities

American University, Department of History — Guest Lecturer
History in the Digital Age class

The Writer's Center — Instructor
Blogging Basics & Intermediate Course: how to blog, including SEO, strategy, writing for online consumption, story ideas

Columbia University, School of International and Public Affairs — Guest Lecturer
Blogging and viral marketing strategies for the Executive Masters in Public Affairs program

CLUBS & ORGANIZATIONS

- Renaissance Weekend — Participant since 2001; Moderator and blue dot
- Potomac Boat Club — Senior Member
- Miriam's Kitchen — Volunteer Sous Chef
- Scottish Rite, Southern Jurisdiction — 32nd Degree
- Naval Lodge No. 4, F.A.A.M. — 3rd Degree Master Mason
- St. Monica and St. James Church — Former Member of Vestry and Webmaster

EDUCATION

George Washington University — BA, American Literature (Major); Creative Writing (Minor) — 1988–1993
Activities and Societies: Phi Kappa Psi, Crew Team. Heavyweight rower on the GW Crew and a Founding Father of the Phi Kappa Psi Fraternity, DC Alpha; studied abroad in Norwich, UK, at the University of East Anglia (UEA); hosted a weekly house music and comedy show on WRGW radio; interned at the DC offices of The Baltimore Sun; edited the English Department's newsletter and studied African American Literary Theory and Feminist Theory at the graduate level. Took a year off between Junior and Senior year and worked as a commercial photographer in Honolulu.

University of East Anglia — Credit hours, American Studies — 1990–1991
Activities and Societies: Crew Team. Studied Post-World War II American Literature; rowed on the UEA Crew team.

Chaminade University of Honolulu — Credit hours, Philosophy — 1987–1988
One year of study of philosophy while in high school. Non-degree.

Saint Louis School — High School — 1981–1988
Activities and Societies: Student Body President, JROTC, Ranger Club, Newspaper, Yearbook, Wrestling, Bullseye Club, Photography Club.