

Kara Constantakos

Contact

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961 Pleasant St, Boulder
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Education

University of Colorado,
Boulder (May 2022)

B.S. in Business

Administration Emphasis:

Strategy &
Entrepreneurship and
Information Analytics

Minor: Creative
Technology Design

GPA: 3.475

Skills

- Photography (Golden Keys for Scholastic Art & Writing Awards)
- Adobe Photoshop, and XD
- Microsoft Office Excel, PowerPoint, and Word
- Google Drive Sheets, Docs, and Slides
- Instagram, Facebook, Pinterest, TikTok
- SAP, Python, Alytrex, SQL, CSS, HTML

Experience

Integrated Assistant/Intern at Infinite Prosperity, Wellington, FL March-August 2019

- Worked directly under a well-known Lifestyle influencer to curate an influencer marketing strategy for a new clothing brand (Unemployed Movement).
- **Marketing:** Established brand's first community of 10 organic influencers that posted 3 times per week on Instagram and Facebook. (Strategy enabled the brand to re-purpose content on their own feed, posting 1 standing post per week and at least 2 stories per day).
- **Operations:** Synthesized cost and quality data from multiple manufacturing sources to influence upper management's final product decisions, ultimately reducing costs by 8% through a bulk ordering strategy.

CO-Founder of Higher Horses LLC. Jupiter/Wellington, FL
October 2020-Present

- Founding a company (currently filing LLC paperwork) to sell international horses in the U.S., drawing upon personal experiences and passion.
- Developing word of mouth and social media marketing strategies to grow potential client base beyond existing network of over 700 trainers and riders.
- Analyze horse breeder Instagram feeds to vet quality and legitimacy of horses before making purchasing decisions.
- Partnered with a European company to establish importation strategy and delivery schedule for the purchase of company's first horse
- Managed the finances on a monthly basis to abide by LLC regulations and keep structured organization for the company

Full-time employee- Graziani Performance Horses, Wellington, FL Summers 2016-2020

- Monitored the condition of and cared for client's horses
- Coordinated with client's schedules to make sure each horse was ready for their arrival and for shows
- Organized the vet records and the entries of each horse into each show
- Grew a strong relationship with other trainers, sellers, and riders in the industry

Experience Patient Specialist- Boulder Eyes, Boulder, Colorado August 2021-Present

- Assisting the company with an application development for a new portion of their business
- Coordinated with patient's, doctor's, and other employees schedules to put together information for the platform development