



KARA N. FARIS

OBJECTIVE

Experienced and results-driven Account Manager with 5+ years of expertise in client relationship management and marketing strategy. I specialize in connecting client needs with the right internal teams and external vendors, ensuring timely and high-quality execution. Passionate about delivering exceptional service, analyzing marketing results, and continuously improving strategies to help clients achieve their goals

CONTACT

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<https://developerkara.com>

SKILLS

- ✓ GA4
- ✓ Google Analytics
- ✓ Google Tag Manager
- ✓ Jira & Spiceworks
- ✓ Hubspot
- ✓ HTML/CSS/JavaScript
- ✓ Bootstrap
- ✓ APIs
- ✓ JQuery
- ✓ JSON
- ✓ Node
- ✓ Adobe Creative Suites
- ✓ Blogging
- ✓ Social Media Management
- ✓ SEO
- ✓ Web Development
- ✓ Content Development
- ✓ Email Marketing
- ✓ WordPress

EDUCATION

University Of Denver

April 2023 - October 2023

Coding Boot Camp

University of Missouri, St. Louis

August 2011 - June 2015

Mass Media, B.S.

Emphasis in Advertising

WORK EXPERIENCE

DEVELOPERKARA.COM - SEO & WEB DEVELOPER

January 2024 - Present

- Proactively expanded the client base by securing eCommerce and construction companies, overseeing all analysis, communication, and implementation across their websites, social media, and paid search initiatives. Delivered strategic, data-driven recommendations on content generation and long-term planning, ensuring alignment with client goals for the next 6-12 months.

YELLOW BUG - SEO & WEB DEVELOPER CONTRACTOR

September 2023 - November 2023

- Leveraged company services, including SEO and web development, to effectively meet client needs and achieve their objectives.

BLUE TANGERINE SOLUTIONS – Digital Marketing Operations Lead

December 2020 – August 2023

- Developed and executed a detailed timeline and strategic plan for internal team members to ensure a successful site migration for the company's largest eCommerce revenue generator, while maintaining active campaign engagements.

BLUE TANGERINE SOLUTIONS – Digital Marketing Ops Coordinator

June 2020 – December 2020

- Led vendor and client meetings to present comprehensive reports on the services provided by the agency, ensuring clear communication and alignment on deliverables.

DIGITAL STRIKE – Account Manager

February 2020 – April 2020

- Managed the local listings and social media programs for 60+ small businesses, developing and executing strategic timelines tailored to achieve each brand's specific goals.

MOTIVATION TECHNOLOGIES – Account Coordinator

August 2019 – January 2020

- Performed in-depth marketing audits for the loyalty rewards program of a Fortune 500 company, delivering actionable insights to internal teams and external clients to enhance strategies across all services.

LOCATION3 MEDIA – Associate Account Manager

September 2018 – February 2019

- Facilitated seamless communication across internal and external teams via multiple channels, supporting the company's highest revenue-generating accounts.
- Managed external vendor communication to address discrepancies and daily spending, enabling internal teams to review revenue reports and develop channel-specific action plans..

LOCATION3 MEDIA – Account Coordinator

September 2017 – September 2018

- Oversaw local listings for 15+ franchisees, conducting data analysis to identify discrepancies and prepare insights for client reporting and review.