KARA N. FARIS

OBJECTIVE

📞 A passionate and experienced individual looking for a Web Developer position

CONTACT

(816) 547-9662

✈ KaraFaris@icloud.com

in www.linkedin.com/in/kara-faris/

SKILLS

- ✔ Google Analytics
- ✔ Google Data Studio
- ✔ Google Tag Manager
- ✔ Professional Communication
- ✔ Google Merchant center
- ✔ Voice Syndications
- ✔ Jira

EDUCATION

UNIVERSITY OF Missouri, St. Louis
August 2011 – June 2015

Mass Media, B.S.
Emphasis in Advertising

WORK EXPERIENCE

BLUE TANGERINE SOLUTIONS – Digital Operations Lead
December 2020 – Present
- Conducted UX/UI audits for homebuilder clients
- Worked with the clients to execute various marketing campaigns, including email campaigns, voice syndication, and feed management.
- Improved agency efficiency by creating and managing client onboarding process

BLUE TANGERINE SOLUTIONS – Digital Marketing Ops Coordinator
June 2020 – December 2020
- Implemented pixel tracking for client's tracking needs in Google Tag Manager
- Served as the primary communication point between clients and service team to align goals and priorities
- Provided support in marketing campaign including email campaign creation, website QA, and video optimization

DIGITAL STRIKE – Account Manager
February 2020 – April 2020
- Improved local visibility for over 60+ clients across channels including Google My Business, Facebook, Apple, Bing, and Yelp using YEXT

MOTIVATION TECHNOLOGIES – Account Coordinator
August 2019 – January 2020
- Provided clients' support through updates on website and mobile app

LOCATION3 MEDIA – Associate Account Manager
September 2018 – February 2019
- Improved client visibility on map through local listing program
- Served as the primary contact point for client communication, priority alignment, and analysis needs.

LOCATION3 MEDIA – Account Coordinator
September 2017 – September 2018
- Managed Local Listings across all channels including Google My Business, Facebook, Apple, Bing, and Yelp
- Created and presented monthly clients reports
- Provided data support to improve the accuracy of client's location data