



KARA N. FARIS

OBJECTIVE

A passionate and experienced individual looking for a position in web development

CONTACT

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

<https://github.com/karafaris>

<https://karafaris.github.io/AdvancedCSS-ProfessionalPortfolio/>

SKILLS

- ✓ Google Analytics
- ✓ Google Tag Manager
- ✓ Jira & Spiceworks
- ✓ HTML/CSS/Git
- ✓ JavaScript
- ✓ Bootstrap
- ✓ APIs
- ✓ JQuery
- ✓ JSON
- ✓ Node

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

BLUE TANGERINE SOLUTIONS – Digital Marketing Operations Lead

December 2020 – August 2023

- 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