



KARA N. FARIS

OBJECTIVE

I am currently in pursuit of a position as an SEO specialist and web developer, with the intention of contributing substantial value to the organization.

CONTACT

(816) 547-9662

KaraFaris@icloud.com

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

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

SKILLS

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

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

YELLOW BUG - SEO & WEB DEVELOPER CONTRACTOR

September 2023 - November 2023

- Conducted SEO audits and created strategy for implementing and reporting
- Developed and deployed client websites such as Texas9.com, EnochRentals.com, TeamEnoch.com, and Barenu-design.com

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 SEO strategy for clients

BLUE TANGERINE SOLUTIONS – Digital Marketing Ops Coordinator

June 2020 – December 2020

- Implemented pixel tracking for client's tracking needs in Google Tag Manager
- 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

LOCATION3 MEDIA – Account Coordinator

September 2017 – September 2018

- Managed Local Listings across all channels including Google My Business, Facebook, Apple, Bing, and Yelp