

Kara Hartge

Overland Park, KS 66223 | (816) 673-9751 | KaraHartge@gmail.com

Skills

- **Email & SMS Platforms:** IBM Marketing (Silverpop), Salesforce Marketing Cloud (Exact Target), Mgage, Adobe Campaign, WebOtis/AIG, YesMail, Eloqua/Oracle, CheetahMail, MailChimp, Marketo
- **Creative Suite:** Dreamweaver, Photoshop, Sketch, InDesign, Illustrator, Visual Studio
- **Deliverability Tools:** ReturnPath Email Intelligence Suite tools, Litmus, Email on Acid, Google Analytics, Adobe Analytics
- **Microsoft Office Suite:** Excel, Word, PowerPoint

Certifications

- Salesforce Marketing Cloud Email Specialist
- Adobe Campaign Business Practitioner
- IBM Marketing Cloud (Silverpop) Fundamental – Pro

Experience

MARKETING OPERATIONS SPECIALIST | BLACK & VEATCH - OVERLAND PARK, KS

10/08/2018 – 01/26/2020

- Communicated best practices for B2B marketing rules around GDPR, CASL and CAN-SPAM
- Created landing pages, email, and campaign templates and QA
- Helped with CRM data integrity by monitoring new companies, users and prospects
- Monitored integrations between multiple systems such as CVENT and Microsoft Dynamics

SENIOR MARKETING AUTOMATION SPECIALIST | INTOUCH SOLUTIONS - OVERLAND PARK, KS

05/30/2016 – 10/08/2018

- Performed best practice coding and deliverability reviews of creative to develop responsive HTML emails
- Created and maintains internal documentation to track intricacies of specific clients/brands
- Built emails for third-party deployment vendors and troubleshoots issues within their platforms
- Set up intricate email campaigns that involve a series of autoresponder, automated and SMS mobile messages containing complex personalization and dynamic content

DIGITAL MARKETING AUTOMATION TECH | PENTON - OVERLAND PARK, KS

02/01/2015 – 05/30/2016

- Managed division of labor and skills for internal team helpdesk
- Configured custom analytics reports to be delivered on a timed schedule
- Provided application support across 15+ markets for Eloqua Oracle Marketing System
- Assisted with feeds, programs and migrations of data from one system into another

- Created & Monitored intranet site for group to have standard place for documents, questions, and training materials

EMAIL SPECIALIST | PENTON - OVERLAND PARK, KS

07/14/2011 – 02/01/2015

- Managed email promotional campaigns, including audience segmentation, retargeting, editing, proofing, quality assurance and deployment
- Enhanced deliverability by communicating industry best practices and CAN-SPAM with internal/external clients
- Monitored campaign reports for smooth transition into new platforms
- Created in-depth training documentation to help the department with new hires

EDITORIAL INTERN | CLUB INDUSTRY - OVERLAND PARK, KS

01/15/2011 – 05/01/2011

- Wrote multiple blog entries and news briefs for brand website
- Edited and polished articles from third party contributors for print and online publication
- Published weekly newsletter for brand subscribers

Education

UNIVERSITY OF MISSOURI – KANSAS CITY | MAY 2010

- Major: Bachelor of Arts in Communication Studies
 - Emphasis: Creative Writing

JOHNSON COUNTY COMMUNITY COLLEGE | SUMMER 2017

- HTML5 and CSS3 Fundamentals
- HTML5 and CSS3 Advanced
- Introduction to SQL Server

INDEPENDENT LEARNING – WEB DEVELOPER BOOTCAMP | SUMMER 2020

- HTML, CSS, Bootstrap 4, Javascript, jQuery