

TARA LERIAS

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experience

kapost - Boulder, CO

Service Manager: April 2012 - Present

Customer Support & Account Management - I am the liaison between clients and kapost's developers. I provide support for clients to help them solve technical issues they are having with our software. I provide account services for all clients. Coordinate and give software trainings. Prevent customer churn.

Product Management - Lead day-to-day product management operations. Put together feature requirements. Manage the entire development team and their projects.

Quality Assurance - I test out new features and find bugs in the software.

Design - Assist the Kapost's lead graphic designer. I have helped on presentation decks, eBooks, platform graphics and other projects.

ad+cu - Boulder, CO

Web Designer: June 2011 - May 2012

- Design the University of Colorado Advertising Club's website. Create all images using Adobe Suite and writing all website code using HTML, CSS, Javascript, PHP and MySQL.

Warren Miller Entertainment - Boulder, CO

Digital Media Marketing Intern: Aug 2011 - Dec 2011

- Worked on an annual film tour. Updated and sent out email blasts to markets across the United States and Canada. These email blasts were created using Adobe Dreamweaver and they reached 300,000 - 500,000 people. Answered customer feedback emails. Updated website, uploaded videos and mailed marketing materials.

Wardenburg Health Center - Boulder, CO

Marketing Assistant: January 2011 - August 2011

- Promoted e-magazine for student health. Implemented social media strategies. Created marketing materials using Adobe Illustrator, Adobe Photoshop and Adobe InDesign. Conducted research and developed Quality Improvement reports.

skills

Adobe InDesign, Adobe Photoshop, Adobe Dreamweaver, Adobe Flash, Adobe Illustrator, Adobe Edge Preview 4, Salesforce Desk, Salesforce, Lighthouse App, Microsoft Word, Microsoft Excel, Microsoft Outlook, HTML, CSS, Javascript, PHP, MySQL, ActionScript 3.0, Constant Contact, Silverpop, Brightcove, Google Analytics, Twitter, Tumblr and Facebook

education

University of Colorado, Boulder, Colorado

September 2008 - May 2012

- Major in Advertising
- Minor in Technology, Arts and Media

Half Hollow Hills High School, Melville, New York
Class of 2008

- High Honor Roll, National Honor Society

achievements

Half Hollow Hills High School

- National Honor Society
September 2007 - June 2008
- Academic High Honor Roll
September 2004 - June 2008
- Captain, Varsity Lacrosse
March 2008 - June 2008

co-curricular

University of Colorado

- Advertising Club - Board Member [Web]
September 2009 - Present
- Community Health
January 2011 - August 2011

volunteer

Association of Philippine Physicians of New York,

Home Reach Foundation: 501(c)(3) organizations:

- Assist in packaging and shipping medicine for overseas medical missions, and provide clerical assistance.
- Medical Fair, Fall 2006: Prepare and manage a workstation for healthcare providers.
- Medical Mission, Philippines, February 2007: Assist in various duties as requested by the medical staff.
- Medical Mission, Philippines, February 2013: Assist in various duties as requested by the medical staff. Put together care packages and distributed them out to families in 4 different villages and an OBGYN ward in a hospital.