



# KARA N. FARIS

## OBJECTIVE

Deliver comprehensive digital marketing and advertising plans, alongside strategic web development and creation services, to clients.

## CONTACT

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<https://developerkara.com>

## 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

### DEVELOPERKARA.COM - SEO & WEB DEVELOPER

January 2024 - Present

- Manages social media accounts for Emerald Dreams Lab, audio engineers, music artists, and construction companies.
- Develops websites and software solutions for construction companies.

### 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
- Managed client communication and coordinated campaigns

### LOCATION3 MEDIA – Account Coordinator

September 2017 – September 2018

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