

# Karen Garrett

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## Qualifications Summary

Self-motivated, efficient and versatile professional adept at managing multiple projects, providing exceptional customer support, and streamlining office operations for major productivity gains. Excellent ability to strengthen interdepartmental collaboration and aid Executives in meeting deadlines, coordinating projects, and resolving pressing issues.

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Front-end Web Development • Multi-Project Management • Financial Management • Reporting • Customer Service Process Improvement • SEO • Coding • Key Metrics Reporting • Operational Streamlining • E-publications Design Team Leader and Motivator • Marketing Management • Trainer • Yoga/Tai Chi Instructor • E-Business • Bi-lingual • Content Management • Web Marketing • Strategic Marketing & Writing Expertise

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## Professional Experience

### FRONT-END WEB DEVELOPER AND FREELANCE WRITER

Creative logic web services, Waldorf, Maryland

February 2014 – Present

Increased exposure 100% and added online functionality for various businesses by creating their websites from inception & design, through SEO/SEM with Blog Management, using CSS3, HTML5, PHP, SQL, JavaScript, & JQuery skills

#### ❖ Computer System and Coding Development

- Staying at the forefront of new programs and systems as they develop, Google Search Console expert
- Working knowledge of: PC, Mac, CSS, CSS3, JavaScript, HTML, XHTML, HTML5, PHP, WordPress, SQL, Type at 95 wpm, Coding, Testing & Debugging, JQuery, Responsive design, MS Excel guru, Windows 2010 and all previous Windows OS, MS Outlook, MS Word, Access, PowerPoint, SVG, Photo Shop, Coding for Cross-browsers/platforms, Java, Web APIs using XML, REST and JSON, Drupal, Adobe

#### ❖ Self-Marketing Management

- Adept in Business development analysis, Forecasting, Interesting and Effective Content Writing, Creative Promotions, Content Layout, Social Media, SEO/SEM, and Marketing Research

### DIRECT SALES AND INVESTMENTS

Self-Employed Via Various Selling Sites i.e. EBay etc.

September 2008 – Present

Obtained over \$140k in online revenue from a small home business w/ minimal costs, selling antiques and various items

#### ❖ Administrative Operations

- Orchestrated a well-organized shipping and tracking system in Excel for item categories, storage location, prices, sales status etc. for thousands of items

#### ❖ Sales Strategies

- Developing and Implementing a bottom line pricing strategy
- Superior Customer Service

### SALES ASSOCIATE

MCC, Inc., Waldorf, Maryland

March 2007 – December 2016

Provided 100% customer retention

#### ❖ Communications and Customer Service

- Customer direction and management of damage control. Eminent at resolving customer issues

#### ❖ Procurement

- Inventory processing, Expenditure analysis and pricing negotiation, Preventing recurring service delays

#### ❖ Human Resources

- HR Assistance duties, Payroll, Employee Relations/Retention - Spanish Speaking Staff, Writing Policy

## **WEB MARKETING AND OPERATIONS SPECIALIST (CONTRACTOR)**

UNICOM Government (GTSI) Via Spectrum Technologies  
Chantilly, Virginia

February 2005 – January 2007

Independently earned the E-Business and Marketing Department over \$600k in online and catalog ad revenue. Counseled product brand managers to implement strategic marketing plans with their set budgets. Organized pricing and promoted web/email ad placement availability, and coordinated the submission and flow of priors for payment for ongoing partner site renewal fees. Tracked reserved payments for ads on the web site & fulfilled ad placement duties.

### ❖ **Supervision/Leadership**

- Increased Order Fulfillment Turn Around by 70%. Determining trends and detecting errors in work status
- Evaluated goals to spearhead enhancement resolutions after researching, critiquing and presenting the order fulfillment department with past due orders to alleviate causes of production delays and advised upon open order issues

### ❖ **Project and Product Management**

- As E-Marketing Project Coordinator, managed the production of E-Marketing materials and updated the production status worksheet (real time), as well as SharePoint
- Created shows/event emails for mass launching. Managed the approval process for product and show emails to assure tight deadlines were met. Proofread Product E-mails and web products on the web site.
- Managed featured and categorized products and pricing on the GTSI website, inserted hyperlinks, redirects, logos, images, and audio & video. Ensured inclusion of accurate pricing & general editing.

### ❖ **Financial Management (E-Marketing)**

- Modified and maintained Soft Dollars spreadsheet to include payment of inventories, discounts, proof of performance, and advertised product information
- Regularly reconciled account information in conjunction with finance

### ❖ **Internal Software Trainer**

- Lead the Web Tools Training Program and instructed Product Management and Shows/Events teams
- Educated, monitored and coordinated training of email creation to Operations team, and trained the Sales team on providing e-carts
- Assumed customer online assistance, resolved operational issues and delegated related tasks

### ❖ **Stats and Metrics Reporter**

- Provided KPI and other key metric reports. Created graphs based on order fulfillment information to conclude at new recommended processes and managed project status
- Compiled and presented ongoing ad results for e-mail campaigns, partner sites and online banners, such as click through, web site and email promotion unique views/visits, redirects, and soft dollars
- Defined Webinar registrants, attendees etc. Converted data to presentable graphs
- Compiled and posted daily stats for overall, and directly tracked web revenue on GTSI.Com and subcategorized online revenue, such as for various product brands

### ❖ **Customer Feedback Management**

- Acquired quotes from e-mail campaigns and monitored with sales team
- Supervised survey and registration feedback - allocated and assigned requests accordingly
- Managed email database unsubscribes and new subscriber information
- Assessed survey responses to recommend site enhancements

### ❖ **E-Marketing Management**

- Placed and Tracked keywords (Google Analytics, AdWords), SEO, Consumer Behavior & Data analysis

### ❖ **Program Management**

- Diversified use of infinite business specific software applications and programs including but not limited to: CRM, SharePoint, CBSI software, Web trends, Web tools, WebEx, Live Meeting, PeopleSoft, Email Labs, Blue Streak, CBSI, Data.com, Salesforce, Constant Contact, Site Executive

## **ASSISTANT MARKETING DIRECTOR**

Injury Centers of America, LLC, La Plata, Maryland

January 2003 – November 2004

Eliminated new employee costs by assisting in various unrelated supportive roles such as typing echocardiogram dictation and other duties as required

❖ **Marketing Management**

- Solely executed an 200% increase in business for the agency DC medical facility
- Increased sales by gaining 13% new business from a cold query of attorneys in my first 6 months

**TEMP**

Express Personnel, Columbia & Hanover, Maryland

March 2002 – December 2002

❖ **Fundraiser / Data Entry/ Tourism Liaison**

- American Diabetes Association / BGE Home & Appliance / MCRB Fulfillment and Computer Services

**XEROX AUTHORIZED SALES AGENT**

Reliable Office Technologies (Xerox), Baltimore, Maryland

February 2001 – February 2002

Expanded the sales frontier to a new market by initiating the concept to sell engineering copiers

❖ **Sales Planning and Development**

- Upgraded customers to new machines while I provided hands-on training
- Created and provided creative, and successful promo sheets for members of the Sales team

**TELESALES**

MBNA America, Hunt Valley, Maryland

August 2000 – February 2001

❖ **Competitive Sales with Top 80% of calls and sales ratios**

- Increased sales revenues by selling new credit cards

**DATA PROCESSOR**

T. Rowe Price, Owings Mills, Maryland

September 1999 – May 2000

❖ **Team Motivator with Individual Top 98% of Indexing**

- Typist for stock fund, account & check numbers

**Education and Professional Development**

**Westwood College** – Westminster, CO (Online)

Business Administration/Global Management

Westwood College President's List Award 2009 & 2010

*Masters (July 2010)*

Overall GPA: 4.0

**Towson University** - Towson, MD

Business Administration/International Marketing - Towson University Deans List

State of Maryland Distinguished Scholar Honorable Mention, Cum Laude

*BA (May 2001)*

Overall GPA: 3.4

**College of Southern Maryland** - La Plata, MD

General Education - Member of Phi Beta Lambda of Lambda Alpha Pie Chapter and

Phi Theta Kappa since spring of 1998

*AA (May 1999)*

Overall GPA: 3.79

**Ed2Go:** Certificates of Completion in WordPress 1 & 2, Copywriting,

Intro to JavaScript, Advanced CSS3 & HTML5,

Advanced Web Pages, Intermediate PHP and MySQL, Intro to Java, Creating Mobile Apps

2016

2016

2017

**Zumba:** Certified Zumba Instructor with CPR/AED Certification

2017

**Yoga:** Certified Yoga Instructor with R-YFT & Yoga Alliance (RYT – 200hr)

2016-2020

LOL Studios, SPC, CSM & other schools, Senior Center (La Plata) & Health Fitness (Trustmark Co.)

2017 – 2020

**Tai Chi:** Tai Chi Instructor and other fitness classes

2019 - Current