

Karen McCarthy

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EDUCATION:

BOSTON UNIVERSITY Center for Digital Imaging Arts, Waltham MA
Web Design, Certificate 2/2011

UNIVERSITY OF MASSACHUSETTS, Lowell, MA
Bachelor of Science in Civil Engineering

SUMMARY OF QUALIFICATIONS:

Client-focused and technologically savvy professional with proven success delivering proactive client service, sales and technical support. Personable and performance-driven; able to build and foster effective relationships with clients, staff, senior leadership and cross functional departments. Efficient, organized and accurate to manage high-volume information high attention to detail; excellent ability and desire to learn new skills.

TECHNICAL SKILLS:

Proficient with hand-coding XHTML/CSS/HTML Email, Adobe Dreamweaver, Adobe Photoshop, Microsoft Access, Word, Excel, Outlook, Constant Contact. Familiarity with Adobe Fireworks, Adobe Flash, JQuery, basic PHP/SQL

WEB DESIGN EXPERIENCE:

Freelance Web Designer

2008 - Present

- Responsible for building web sites for real estate sales.
- Performed XHTML, CSS coding, utilizing Dreamweaver, Flash, Photoshop & Fireworks.
- Interfaced with graphic designer
- Updated & maintained multiple custom sites
- Sarahjanecourt.com, 43Stonemeade.com

PROFESSIONAL EXPERIENCE:

Keller Williams Realty, Concord MA

2008 - Present

TECHNICAL COORDINATOR / MARKETING ASSISTANT/OFFICE ADMIN

Oversee administrative, technical and software training while serving as point of contact to clients of real estate firm. Created marketing materials using MS Publisher, MS Excel, Adobe Photoshop and supported company web site using Adobe Dreamweaver and Flash.

- Advanced within 6 months of hire to role of training both managers and staff in technology tools.
- Maintained intranet and internet for company website utilizing Dream weaver, HTML, Flash and Photoshop.

- Created/edited graphics for marketing pieces, including HTML Email, using Fireworks and Photoshop,
- Managed new hire orientations and training with focus on policy/procedures and Intranet use.
- Facilitated training on the use of web based CRM and marketing tools to non-technical users.

**RE/MAX Realty, Concord & Acton MA
1998-2008**

REAL ESTATE SALES AGENT

Marketed properties for clients and successfully closed sales. Provided exemplary customer service, outlined buying/selling procedure. Managed contract administration by coordinating with closing attorneys, lenders, home inspectors and contractors to ensure compliance to terms and conditions of purchase agreements before closing dates.

- Maintained website to automate delivery of real estate listing information (database of over 30,000+ properties for sale) directly to clients, resulting in higher satisfaction rates.
- Managed client relationships. Effectively implemented broad range of skills and abilities, including sales, client services, contract administration, business administration and negotiation, with reputation for consummate professionalism and exemplary ethics.
- Remained current on latest industry trends, with comprehensive knowledge of real estate contract law, financial products, market analysis and best practices.
- Provided expertise to clients making significant life changes when purchasing homes; offered advice and consul on best fit of clients' needs and budgets, resulting in higher sales and client satisfaction.

PTC/ (fka COMPUTERVISION, Bedford, MA)

CLIENT SERVICES / PROJECT LEADER / SENIOR MARKETING ASSOCIATE

Delivered quality client service and technical support to clients and sales team of computer company that designed, developed and distributed design automation and engineering workgroup software and service-related products worldwide.

PRIOR SUCCESS:

- Co-authoring U.S. Patent for Boeing Commercial Airplane Company as Design Engineer.