

Kara L. Frison, MBA

karalfrison@gmail.com | <https://www.linkedin.com/in/karalfrison>
<https://karalfrison.journoportfolio.com/>

EDUCATION

Southern Methodist University, Cox School of Business Dallas, TX

Master of Business Administration, Strategy & Entrepreneurship

Forté Fellow, 2021 MBA Women's Leadership Conference participant; SMU Cox Admissions Ambassador

Hood College, Bachelor of Arts Degree in Sociology, Minor in African American Studies Frederick, MD

PROJECTS & LEADERSHIP

Ladies of Virtue. . . Empowered! (L.O.V.E) Chestertown, MD (Remote)
Founder & Community Manager January 2011 – Present

Women's organization fostering a safe community for all participants through discussions and service projects

- Develop and present content/interactive presentations for regular meeting discussions (in-person & via Zoom)
- Created and maintained online community through engaging content and social media marketing techniques

The Awakening Conference; Refining, Renewing, and Restoring the Single Woman Galena, MD
Co-Host, Workshop Presenter, and Community Manager April 2017 – September 2017

Women's Event that featured workshops & a worship service

- Collaborated with 2 team members to develop and execute a 1-day women's conference for about 50 participants, including vendor partnerships, speaker recruitment, marketing campaigns, and day-of activities
- Managed and implemented marketing strategies, including Facebook, Instagram, Eventbrite, print, and email campaigns; achieved 2X more participants through marketing activities

EXPERIENCE

Bright-Eyed Solutions Frisco, TX
Founder & Editor September 2022 - Present

- Provide proofreading and editing services to individuals and organizations
- Conduct consultations with writers to establish writing goals and deadlines
- Develop and post content to offer writing tips to social media audience

Nanny Share Network Philadelphia, PA (Remote)
Virtual Assistant June 2022 - September 2022

- Utilized HoneyBook to communicate (with leadership team, families, and nannies), create profiles, update job listings, and track families' progress for nanny search
- Updated WordPress site with job postings, nanny profiles, and screening documentation
- Coordinated interviews with nannies and prospective families
- Maintained open communication with leaders via phone and email

Communities in Schools of the Dallas Region Dallas, TX
Site Coordinator August 2019 - April 2021

- Administered services to 100+ case-managed students and families including academic support, counseling, family engagement, and provision of health and human services; recognized as "Employee of the Month"
- Designed and implemented 300+ programs, services, and resources to benefit students and families; conducted over 30 home visits to strengthen one-on-one relationships with students and families
- Collaborated with 10+ cross-functional team members to identify social service, educational, and social emotional needs of students and families

Wye River Upper School Centreville, MD
Executive Administrative Assistant January 2011 - January 2019

- Developed & reviewed material for school's 3 main communication vehicles including social media content, newsletters, and e-newsletters using Constant Contact
- Coordinated accommodations, agendas, and all other logistics for 20+ attendees of Tour to Alabama

ADDITIONAL INFORMATION

Technical Skills: Advanced Excel, Canva, MailChimp, HoneyBook, and Constant Contact