

Kara Flaherty

Digital Development
& Operations Manager



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PROFILE

I emphasize test-driven development and data-driven strategy in all of my work with a focus on clean and effective end-user experiences, beautiful and concise code, and well-documented version control.

With learning as my top StrengthsFinder® skill and C as my DiSC® style, I take pride in my ability to acquire new skills, demonstrate expertise, exceed high expectations, and provide precise, efficient, organized solutions to complex problems.

TECHNICAL SKILLS

HTML, CSS, JavaScript, AMPscript (Salesforce), RPL (Responsys), JSON, SQL, 100M+ record database management, ESP administration, email deliverability, universal render testing, UI/UX and accessibility best practices, Google Workspace, Microsoft Office, Photoshop, Illustrator, InDesign, Figma, Airtable

EDUCATION

University of Nebraska at Kearney | 2011
B.A. in Mass Media / Visual Communication & Design

Bloc | 2017
Full-Stack Web Development

Grow With Google | 2018
Udacity Scholarship:
Mobile Web Development

EXPERIENCE

DISH + Sling TV

Customer Communications Ops Manager

1/2022 - Current

Newly-created Video Services Operations department to support both the DISH and Sling TV brands' technical and customer experience needs

- Architect scalable business solutions for automated content, multi-source data flows, cohesive operational procedures, stat sig creative tests, incremental reporting, technical documentation and anything else that provides value to internal stakeholders with B2C communication needs
- Find efficiencies between DISH and Sling TV that can be shared, further improving processes, workflows, tools and training across both brands
- Work with vendors to integrate new functionalities and features as requested by other departments while protecting customer data
- Provide support as an internal subject matter expert, including for critical issues rated at severity 1
- Continue responsibilities from Sling Customer Lifecycle position below

Sling TV

Customer Lifecycle Developer & Designer

5/2019 - 1/2022

Total industry disrupter as the first-ever live OTT service, supporting cord-cutters with several lines of business covering domestic, Latino and foreign-language à la carte streaming TV packages

- Own and manage the operation and execution of all customer-facing communications within ExactTarget (Salesforce), Responsys, Movable Ink, Swrve and select landing pages within Adobe Experience Manager
- Strategize, design and develop highly-targeted multi-channel campaigns (email, in-app messages and push notifications) for customers in all steps of the customer lifecycle, up to 5 million customers daily
- Collaborate with lifecycle marketing, programming, web development, product development and UI/UX teams to create and launch customer communications that unlock the value of new features, app improvements and customer flows
- Maintain email deliverability health, customer opt-in/opt-out preferences, data hygiene and other processes for legal compliance
- Build an internal process from the ground up for Sling to own all development and execution (previously outsourced), plus hire and train a team of developers to ramp up output while maintaining responsive, accessible, pixel-perfect, best-in-class customer communications
- Manage team capacity through a custom project management process inspired by Agile principles, plus pre-screen requests for blockers and work with business partners to remove obstacles and set expectations

DISH

Software Engineer

2/2018 - 5/2019

Fortune 500 company in the direct broadcast satellite service industry and emerging leader in the wireless and IoT landscapes

- Design and develop promotional B2C acquisition and retention email campaigns via Responsys that serve up to 2 million inboxes daily
- Develop automated and triggered emails with multiple levels of scripting and data connections for dynamic content
- Collaborate with other IT customer application teams to create and launch customer-facing communications, including SMS and web forms that feed data back to Responsys