KARA DAWN

Remote | 978-569-9819 | closewithkara@gmail.com

PROFESSIONAL SUMMARY

Relationship-driven marketing, business development, and community engagement professional with experience building client relationships, developing brand strategies, generating leads, coordinating creative projects, and supporting business growth across photography, real estate, healthcare, and service-based industries. Entrepreneurial background in social media marketing, content creation, brand development, community engagement, and customer retention. Skilled at building trust, coordinating multiple initiatives, identifying growth opportunities, and translating audience relationships into business results. Strong communication foundation with a Bachelor of Arts in Communication Studies and a proactive, execution-oriented approach to remote collaboration.

CORE COMPETENCIES

Community Engagement & Relationship Management • Creator & Partnership Development • Social Media Marketing & Content Creation • Brand Development & Positioning • Audience Engagement & Retention • Lead Generation & Partner Acquisition • Campaign & Project Coordination • Client Onboarding & Relationship Lifecycle • Content & Marketing Strategy • Affiliate & Referral Marketing Concepts • Cross-Functional Collaboration • Market Research & Competitive Analysis • Sales Pipeline & Performance Tracking • Customer Experience & Retention • Business Development & Revenue Growth • Written & Verbal Communication

PROFESSIONAL EXPERIENCE

Photography Business Owner / Photographer

Morpho Media | Self-Employed

- Develop and execute brand positioning, marketing strategies, and social media initiatives to increase brand visibility, audience engagement, and business growth.
- Create visual content and photography assets designed to communicate brand identity, connect with audiences, and support marketing objectives.
- Build and maintain relationships with clients, creative collaborators, community members, and business partners through consistent communication and relationship management.
- Generate business opportunities through social media engagement, networking, referrals, community outreach, and direct prospecting.
- Coordinate creative projects from initial outreach and concept development through planning, production, delivery, and post-project engagement.
- Develop customized creative packages and partnership opportunities aligned with client objectives, audience needs, and business goals.
- Conduct market and competitor research to identify audience interests, emerging opportunities, and potential avenues for brand expansion.
- Manage multiple concurrent projects, including scheduling, communication, contracts, payments, creative deliverables, and client expectations.
- Identify opportunities to expand brand reach and revenue through community-based initiatives, events, partnerships, and new service offerings.

Realtor®

Keller Williams Realty Success & RE/MAX Insight | 05/2021–2024

- Built and maintained a network of prospective clients, referral partners, and professional relationships through consistent outreach, networking, and relationship-based business development.
- Managed the complete client lifecycle, from initial prospecting and onboarding through ongoing engagement, negotiation, transaction coordination, and closing.
- Developed personalized communication and engagement strategies to maintain relationships, strengthen trust, and encourage repeat and referral business.
- Managed an active sales pipeline, tracked prospective opportunities, and maintained consistent follow-up to improve conversion and retention.
- Coordinated communication and deliverables among multiple stakeholders, ensuring projects remained organized and progressed toward established objectives.
- Conducted market research and competitive analysis to identify business opportunities and develop strategic recommendations.
- Negotiated contracts, pricing, and partnership terms while balancing client expectations and business objectives.

- Cultivated long-term relationships with referral partners and industry professionals to support business development and sustainable growth.

Patient Access Coordinator

Tufts Medical Center | 09/2023–05/2026

- Coordinated time-sensitive workflows requiring communication across multiple departments and stakeholder groups.
- Managed complex processes involving insurance verification, financial clearance, and authorization requirements.
- Maintained clear, accurate documentation and communicated updates to relevant internal teams to ensure efficient workflow execution.
- Collaborated with Case Management and clinical teams to identify requirements, resolve issues, and coordinate next steps.
- Balanced competing priorities while maintaining accuracy, professionalism, confidentiality, and consistent follow-through.

Client Service & Team Operations

Service-Based Organizations | 2015–2024

- Delivered high-touch customer experiences in fast-paced environments, building relationships through effective communication and problem-solving.
- Supported onboarding and training of new team members while reinforcing service standards and operational processes.
- Coordinated daily priorities and supported team operations while maintaining a consistent customer experience.
- Recognized for adaptability, reliability, professionalism, and strong interpersonal communication.

EDUCATION & CERTIFICATIONS

Suffolk University — Bachelor of Arts, Communication Studies | 2019

National Association of REALTORS® — Licensed Real Estate Professional | 2021