

# KARI LAPRADE

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SIMPLYKARI.COM

## PROFESSIONAL EXPERIENCE

**MANAGER, PROGRAMS & MARKETING** 2014 - NOW  
**VLG MARKETING LLC**

Responsible for maintaining web-presence and promotion of online content.

- Manage overall brand identity including overseeing all new marketing collateral as well as edits to existing collateral, and enforcing proper usage of company logo, colors, trademarks, etc.
- Maintain relationship with partners and potential partners including Sirius Decisions and Salesforce.

**PROGRAMS COORDINATOR** 2013 - 2014  
**VLG MARKETING LLC**

- Strategize and execute inbound marketing efforts and lead nurture programs for client's (Including Oracle, Dell/VMware, Research Now, and more)

## FREELANCE (SIMPLYKARI)

**AMERICAN DIAMOND LOGISTICS**

Industry: Logistics

Project specs: branding, graphic design, print promotion

**VLG MARKETING LLC**

Industry: Marketing and Advertising

Related skills: Digital marketing, branding, inbound marketing, search engine optimization (SEO)

**ROCK SOLID STYLE (formally LeeLee Rox)**

Industry: Retail, Ecommerce

Related skills: Digital marketing, branding, UI design, public relations

## EDUCATION

**SOUTHERN METHODIST UNIVERSITY (Dallas, TX)** 2012  
**Web Development/Design Certificate**

**UNIVERSITY OF NORTH TEXAS (Denton, TX)** 2011  
**Merchandising, B.S. / Business Marketing, Minor**

**FITNESS MAGAZINE, MEREDITH CORP. (New York, NY)** 2010  
**Editorial Internship**

**STUDY ABROAD HONG KONG & CHINA** 2010  
**Global Marketing and Business**

## EXPERTISE

Branding



Web Development



Digital Marketing



UI/UX Design



Print Design



## PROFICIENCY

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe Premier Pro



Wordpress



Google Analytics



## AWARDS, ETC.

Byline:

*FITNESS Magazine*;  
February 2011