

Kate Farho

MARKETING & UX SPECIALIST

Ann Arbor, MI | 269.910.1630 | KateFarho@gmail.com | [LinkedIn](#) | [Portfolio](#)

Experience

BankSupplies | Marketing Specialist

June 2025 - Current

- Manage and optimize website and marketplace (Amazon & Walmart) content.
- Identify, troubleshoot, and resolve website issues and product discrepancies
- Update pricing when necessary and communicate with vendors to ensure accuracy
- Ownership of creating customer portals and customer specific SKUs
- Create and maintain the BankSupplies [Resources Hub](#) using HTML, CSS, and JavaScript
- Develop, write, and turn content into HTML/CSS pages

ASMSU, Red Cedar Log | Associate Editor-In-Chief

August 2023 – May 2024

- Mentored and guided editorial staff to successfully meet tight deadlines
- Organized and managed logistics for weekly editorial meetings and publication schedules
- Created and managed a social media team to release weekly content
- Proof all content and design of the book

Property District, Ireland | UX/Marketing Intern

June 2023 – August 2023

- Communicated the User Experience of the Place Engage app through wireframes and prototypes
- Designed reusable templates for social media to support client campaigns

Education

Michigan State University, B.A. Experience Architecture

2024

Major: Experience Architecture | Minor: Graphic Design | GPA: 3.7/4.0

Skills & abilities

- Project Management
- Web Content Writing
- User-Centered Design
- Adobe Creative Cloud
- NetSuite
- Microsoft Suite