



# KAREN MACHADO

MARKETING COORDINATOR

Karen is the Marketing Coordinator at Catalyst Human Capital Solutions. Karen co-monitors market trends, creates advertising campaigns, develops targeting strategies based on demographic data and works with the company to develop more awareness of their offerings. When she is not helping Catalyst HCS, she works on any of her three businesses.

Karen holds a bachelor's degree in Marketing from the University of Houston. She started her marketing journey with Wells Fargo, helping small business owners capitalize on social presence. Karen soon opened her first business in the beauty industry and two years later her second business in hospitality industry abroad. Recently she started and is working in a e-commerce business.

She loves to work on business strategy and helping companies find a clear path to growth. She is always on the lookout for businesses interested in applying cutting edge technology to their marketing plans. Karen writes many blog posts on small business marketing and has worked with over fifty small businesses.

