

# Resumé: Katrina Harms

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## Professional Experience

### **New Hope Natural Media, Boulder, CO - Senior Web Producer 4/2007 – 6/2011**

> New Hope Natural Media, Boulder – Manage the development and production of 14 trade show and conference web sites using client - created tools, HTML, and CSS.

- Develop long and short term goals for the group to support company, department and market vision
- Manage structured and unstructured communication to ensure clarity around group goals, identification of opportunities and challenges and tracking against timelines and show requirements
- "• Oversee and monitor work flow, adjust load as necessary and appropriately resource for scale
- "• Increase opportunities for revenue and profit growth
- "• Develop RFPs that address the unique needs of events and bring our technology forward
- "• Be source for overall questions and clarification
- "• Identify with team and vendors day - to - day communication points
- "• Identify opportunities for efficiencies, cost savings, increased service levels, etc
- "• Develop relationships that support effective communication and exceptional results
- "• Manage SEO implementation and report on web usage and metrics, download and interpret traffic reports
- "• Manage priorities of internal and external development groups
- "• Act as website technical liaison to show teams and assists in the development of "Best Practices" for website design and email campaigns

### **Freelance Project Management/Web and Email Production 9/2003 – present**

> Work with a variety of clients on projects and strategies.

- "• Consult with clients on marketing strategies and programs (online and print), implement and produce marketing materials, including newsletters, direct mail and advertising. Develop and implement search engine strategies.
- "• Project Management – manage projects, programmers, designers and clients for projects including Web applications, Web site builds and rebuilds, and on - going site - maintenance projects.

### **Vermilion Design, Boulder, CO - Project Manager 4/2000 – 8/2003**

> Worked as Project manager for Vermilion who had a variety of clients from small not - profits to large consumer goods.

- "• Managed identity projects including product and brand identity development and implementation.
- "• Managed collateral and advertising development, including creative and copywriting. Managed media and ad schedules.
- "• Managed Web site development and production from initial strategy, through design and production and programming. Developed Vermilion's Web site design processes and procedures.

### **Profile Design/Cymbic Interactive, San Francisco, CA - Production Manager 1997 – 2000**

> Production Manager for full service graphic design agency.

- "• Streamlined agency processes from account, creative and production departments for a significant decrease in expenses.
- "• Responsible for all production and trafficking of ongoing collateral, identity, advertising and Web projects. Managed media schedules for several clients with ongoing programs.
- "• Brand and product identity development and implementation for high tech and B2B companies.
- "• Managed overall collateral development including managing creative teams, developing content and establishing production standards.

### **Yeo Design, San Francisco, CA - Account/Office/Project Manager 1995 – 1997**

> Project Manager for a small graphic design agency specializing in the design of computer gaming and software packaging, high end collateral and Web site development and design.

- "• Wrote proposals and plans for product/project launches.
- "• Project and production manager, for annual reports, product packaging and advertising and Web site projects.
- "• Managed office processes and procedures, implemented time tracking and project management to understand the company's profitability and financial position. Established billing procedures for timely invoicing.

## **International Video Network, San Ramon, CA - Creative Services Manager 1993 – 1995**

> Managed a creative services department for a company that produced and distributed travel and special interest videos.

- Developed and managed the creation of marketing materials for several product lines of travel and special interest videos marketed to consumers and businesses and schools.
- "• Managed creation and production of new and existing video packaging.
- "• Managed departmental budget.
- "• Worked collaboratively with sales department.

## **PC/Computing Magazine, Foster City, CA - Marketing Specialist 1990 – 1993**

> Managed the development and production of marketing and sales materials, programs and events for a high - tech magazine. During the 3 years at PC/Computing the magazine went from a start - up functioning in the red to a successful and profitable magazine.

- "• Created marketing project plans and goals. Managed copywriters, designers and printers.
- "• Helped with subscriber and advertiser research projects.
- "• Managed budgeting and budget allocation for new and ongoing projects.

## **Cable Co - op, Palo Alto, CA - Marketing Coordinator 1987 – 1990**

> Developed and produced sales materials, and advertising and marketing campaigns for a cooperative that provided cable television service to a very diverse area.

- "• Developed successful retention programs for existing subscribers.
- "• Monitored and tracked campaign results to determine scope of future campaigns.
- "• Managed marketing budget and allocated and tracked expenditures for marketing and advertising.

## **Education**

- BA, Marketing, University of Northern Colorado
- UC Berkeley and San Francisco State University: continuing education in Graphic Design and Project Management

## **Extra Curricular**

- Volunteer – Nederland Area Historical Society, Nederland, Colorado
- Board Member/Marketing & Communications – Nederland Area Chamber of Commerce, Nederland, Colorado
- "• Serve on the Nederland Mayor's Economic Development Task Force

## **Summary of Skills**

- Web and Internet - Develop strategies, technical and functional specifications, and creative briefs. Manage clients, vendors and internal and external teams in creating and producing Web sites for a wide variety of clients and industries. Proficient with CSS, HTML, Dreamweaver, Illustrator and Photoshop.
- Management and Marketing - Develop marketing and advertising campaigns for print and Web, write creative briefs and develop program goals including tracking and evaluating marketing efforts. Manage and track budgets, time lines, and profitability. Proficient in MS Office applications.
- Production and Traffic - Manage production and traffic departments, buy art and printing, and manage vendors, timelines and production budgets. Work with account managers to determine the scope of projects, resource needs, and write proposals. Responsible for the allocation of resources to assure that jobs are completed profitably and work with accounting to make sure invoicing is timely and correct. Proficient in Quark, Photoshop, Illustrator and Acrobat as well as MS Office applications.