

# KIMBERLY HARBOUR

**PMP Program Manager | Digital Marketing Strategist | Communication & Analytics Expert**

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## **PORTFOLIO: [www.KIMHARBOUR.com](http://www.KIMHARBOUR.com)**

Agile, PMP program manager with Master's and 20+ years delivering interactive marketing and enterprise applications. Skilled in executive stakeholder communication, customer relationship management and cross-functional team leadership. Named 2012 PRSA Public Relations Practitioner of the Year for promoting West Virginia economic opportunities.

- 15+ years of technical project management, team facilitation, process improvement
- 12+ years of digital advertising, search engine, social and mobile marketing
- 8+ years of strategy, business analysis, market research, consumer insight
- Communicates complex topics and research with award-winning essays and metrics
- Skilled in budgets, schedules, project planning and managing the product life cycle

### **PMO Director | West Virginia Office of Technology | Charleston, WV | April 2013 – Feb. 2017**

Directed the Project Management Office (PMO) for the Chief Technology Officer, supervising 12 project managers, customer relationship managers, IT trainers and procurement specialists. The Office of Technology (OT) has 250+ employees and serves state offices in 55 counties. Sought continuous process improvement: promoted agile, business analysis and PM best practices, supporting clients with buy v. build decisions, requirements elicitation, tracking and scope control. Customized Microsoft Project Online repository for prioritizing client technology projects and internal team resources. Performed oversight of West Virginia's IT efforts, including state portal vendor (\$3MM annual revenue.) Supported Office 365 deployment to 20,000 users, acting as the liaison with Microsoft and helping state agencies navigate cloud security and compliance questions. Supervised OT's Microsoft Office master trainers, funding ongoing client education on productivity and collaboration tools with in-person, online classes, and Premier workshops. Supported custom online training development and innovative uses of LMS to serve state agencies and constituents at little or no cost. Managed the development and launch of an enterprise Offender Information System (OIS) built in Dynamics CRM, which has become the cornerstone of the Dept. of Corrections' justice reinvestment efforts. Created customer service metrics and monthly project analytics for internal and external client distribution.

### **Director, Marketing & Communication | Dept. of Commerce | Charleston, WV | Feb. 2006 – April 2013**

Consolidated staff and created a new Communications unit within the WV Dept. of Commerce. With an operating budget of \$1.3MM, developed a self-sustaining model that completed 1,000+ projects each year, meeting client budget, schedule and quality requirements. Directed a high-performing, 20-member cross-functional interactive marketing team. Provided needs assessment, strategy analysis, project planning and interactive marketing expertise to innovate West Virginia's media presence via multiple channels. Specified and launched an award-winning multi-agency enterprise Web application that received more than 6 million annual pageviews, delivering targeted content for mobile, search engine and social media promotions. Performed regular analytics to optimize content, search engine buys and online media strategy. Built team's capabilities in strategy, public relations, multimedia design, interactive marketing, consumer research, audience segmentation, social and mobile marketing and Web video.

**AWARDS:** The Public Relations Society of America recognized WV Commerce's excellence, naming its targeted online marketing campaign the "Best in Show" for a six-state region, the crisis communications work during the Upper Big Branch Mine Disaster as the "Best in West Virginia" and Director Kim Harbour "PRSA Practitioner of the Year" in 2012. The Commerce Marketing team won more than 50 awards, including:

#### **Targeted Landing Pages (WVCommerce.org Minisites & Search Engine Marketing)**

2011 **PRSA BEST IN SHOW -- Regional (6-state region)** Business to Business Campaign

2010 **PRSA Diamond – Regional (6-state region)** Marketing Campaigns: Consumer Related

2009 PRSA Interactive Web sites – statewide award

**“Being West Virginian,” article by Kim Harbour**

2010 **PRSA Diamond** – Regional (6-state region) Multicultural Communications Tactics  
2010 PRSA Writing 1000+ Words – statewide award

**“Easy Being Green: Ecotourism-based Businesses” article by Kim Harbour**

2011 **PRSA Crystal**: Magazine Article, 500+ words – statewide award  
2012 PRSA Achievement -- **Regional (6-state region)** Consumer-Related Marketing

**Wonderful WV magazine special issues**

2011 PRSA Merit – **Regional (6-state region)** Consumer Marketing  
2011 **PRSA Crystal**: 4-color Magazine – statewide award  
2010 PRSA External Communication magazine – statewide award

**Come Home to West Virginia Campaign**

2009 **PRSA Crystal** – Integrated Marketing Campaign – statewide award  
2009 Southern Economic Development Council **Superior Award (17-state Region)**

**WV Commerce Branding Stylebook**

2009 Southern Economic Development Council **Best in Show (17-state Region)**  
2009 Southern Economic Development Council Superior Award- Branding and Packaging

**Account Manager | Rev Interactive, Charles Ryan Assoc. | Charleston, WV | Nov. 2004 – Feb. 2006**

Managed accounts for Rev Interactive. Work included Web development, search engine optimization, email marketing, analytics and project management of Web and application development projects. Clients included Ntelos, Trilegent, West Virginia Division of Tourism and Brickstreet Insurance.

**Program Manager | Genex | Los Angeles, CA | March 2004 – Nov. 2004**

Managed a multi-million dollar portfolio of Acura online projects, including maintenance and innovation of acura.com, online marketing and Acura in-dealership kiosks. Led five PMs and directed the resource allocation per budget and schedule for a 20-member cross-functional team of creatives, architects and engineers. Acted as the primary project liaison with American Honda's Information Systems Department. Controlled budgets, project planning, schedules, change management, client communication and stakeholder management.

**Project Manager | RPA Interactive | Santa Monica, CA | July 2003 – March 2004**

Managed the design and technical development of Honda's Global Ad Planner, a .NET platform supporting individually-branded ad campaigns for Honda business units, including Auto Exports and Motorcycles. Other projects included maintaining hondacars.com and marketing microsites: civictour.com. Responsibilities included asset management, database design, budgeting, scheduling, team facilitation and project management.

**Senior PM, later PM Director | Zentropy Partners | Los Angeles, CA | April 1999 – July 2003**

Established and led PMO for General Motors' multi-million dollar gmbuypower.com consumer auto shopping application and Z:P's Agency of Record (AOR) Agreements.

Managed GMBP 5.0 to CMM Level 2 standards, including supervision of an off-shore development team in Bangalore, India, and an internal team of 30+ professionals performing systems integration, consulting and production tasks. Directly supervised six PMs. Facilitated communication with 70+ GM stakeholders for projects including: GM DealerLink, GM Brand Integration, GM Certified, analytics/tracking, consumer research and online marketing. Innovated documentation and PM tools/procedures, such as an online project issue tracker and change control process. GMBuypower 3.0 leveraged multi-city focus groups and one-on-one sessions using functional wireframe prototypes and also elicited end-user feedback on creative and interface design and navigation. Created modular response templates for Z:P new business RFPs and RFQs. Clients included GM BuyPower, GM DealerLink, EMAP's Performance Automotive Group and MOTOR TREND magazine.

**Web Producer, Kids Online at Idealab | Pasadena, CA | Nov. 1998 – March 1999**

Participated in business plan development and planning for interactive startups targeted to kids' education. Participated in test marketing and evolving business model for proposed online ventures.

**Freelance Web Project Manager | cow. | Santa Monica, CA | Nov. 1997 – Nov. 1998**

Project management and customer relationship management for a boutique design studio. Created budgets, plans and schedules to manage CD-ROMs, internets and intranets for Disney, Kahlua, Kingston Technology, and Mustang Jeans. Led client communication, requirements definition and digital art production team.

**Assoc. Producer, Interactive | The Jim Henson Company | Los Angeles, CA | May – Nov. 1997**

Contributed interface design and project management to Miss Piggy's 13-week Microsoft Network Webshow, EXTREME ANIMAL and Jim Henson's STORY NEIGHBORHOOD. Responsibilities included game design, storyboarding, asset management, database design, documentation and 2D animation for the Web.

**Producer, later Managing Producer | Byron Preiss Multimedia | New York, NY | March 1995 – May 1997**

Managed budgets and schedules for BPMC electronic products and online ventures. Acted as liaison with producers, marketing and management. Coordinated and created localization kits of BPMC titles for foreign translators and distributors. Developed trade CD-ROMs for children, including THE AMERICAN HERITAGE AMERICAN HISTORY FOR YOUNG PEOPLE and THE 12 CIRCUS RINGS. Wrote detailed functional specifications, online content and voice-over scripts. Researched and negotiated licensing contracts for film, audio and photographic assets. Directed the creation of original music, voice-over audio, original 2D animation, interactive walk-throughs of immersive 3D environments, and contributed art to interfaces and menu design.

**Assoc. Editor, later Editor | Rizzoli Int'l Publications | New York, NY | March 1992 – Dec. 1993**

Acquired and edited children's books specialized in fine art and cultural topics. Identified and nurtured talented artists and writers, working with museums, cultural venues and interpretive historians to developed award-winning, star-reviewed books for young readers. Collaborated with the Detroit Institute of Arts Museum to bring Jacob Lawrence's The Legend of John Brown graphic series wider accessibility through the development of a notable children's book. Negotiated contracts. Represented Rizzoli at trade and library conventions.

**Editorial Asst., later Assist. Editor | Lodestar, Penguin USA | New York, NY | Sept. 1990 – March 1992**

Managed co-productions for books in the "See How They Grow" Dorling Kindersley natural history series, working closely with editorial director and senior editor. Supervised part-time editorial assistant. Reviewed artist portfolios and interviewed artists and designers. Reviewed unsolicited manuscripts. Prepared sales kits for reps.

**Community Affairs Assistant | Charleston Area Medical Center | Charleston, WV | July 1986 – Sept. 1988**

Organized communications for a 1000-bed regional medical center. Editor of employee newspaper, quarterly magazine and two clinical newsletters covering oncology and aeromedical updates. Contributions included magazine writing, editing, photography, illustration, art direction and publication design. Assigned as the public relations liaison for CAMC's new Women and Children's hospital – from acquisition in 1986 to opening in 1988.

**Education:**

**Master of Arts Degree:** 01/1994 | Major: Architecture and Design Criticism  
Parsons School of Design, New School for Social Research, New York, NY

**Bachelor of Journalism Degree:** 05/1986 | Major: Magazine Journalism  
Marshall University, Huntington, WV

**Project Management Professional Certification:** PMP #66033, issued: 4/2003  
Project Management Institute Newtown Square, PA



**Entry Certificate in Business Analysis Certification:** ECBA #ECBA36381, issued: 2/2017  
International Institute of Business Analysis, Toronto, Ontario, Canada





Formal Agile (SCRUM) and Business Analysis Training:





# PRSA-West Virginia Celebrates a Year of Work

As West Virginia was celebrating its 149th birthday, the West Virginia Chapter of the Public Relations Society of America celebrated the contributions of a radio show host, the campaign of a community-based organization to keep prescription drugs off the street and the PR professional of a noted state agency.

In addition, one longtime practitioner was recognized for his contributions to the chapter, an outstanding public relations educator was honored and public relations students at one college were commended. Finally, one young professional was honored and two consistent Crystal Award winners were recognized. PRSA-WV hosted its annual Crystal Awards Gala on June 20 at Edgewood Country Club. This year's special awards were:

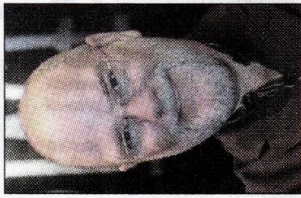
**OUTSTANDING WEST VIRGINIAN**  
Larry Groce, host, West Virginia Public Radio's Mountain Stage



**A note about the 2012 special award recipients from PRSA-WV Chapter President Deborah Starks:**

**OUTSTANDING WEST VIRGINIAN**

**LARRY GROCE,**  
HOST, WEST VIRGINIA PUBLIC RADIO'S MOUNTAIN STAGE  
"This is an award we only present when we think there is a deserving candidate, and Larry Groce is certainly deserving of the honor. Every week, he represents West Virginia to the state, the nation and the world through the Mountain Stage radio program, and does it in a way that should make each of us proud to be a West Virginian."



Harbour



**PRACTITIONER OF THE YEAR**

**KIM HARBOUR,**  
WEST VIRGINIA DEPARTMENT OF COMMERCE

"Our Chapter presents no greater individual honor than Practitioner of the Year. This award honors the chapter member responsible for the highest accomplishments in public relations in West Virginia. One of our senior members likes to say that winning awards is not important, but doing award winning work is vital, and Kim is a classic example of that statement. Not only did she win several awards this year, but she received Best in West Virginia recognition in 2011 and Best in Show in the PRSA-East Central District Diamond Awards earlier this year. Practitioners like Kim make us all proud to be public relations professionals."

tries. The Greater Cleveland Chapter of PRSA served as judges for the Crystal Awards competition, according to chapter leaders.

PRSA-WV Chapter President **Deborah Starks**, senior communications consultant with **Highmark Blue Cross Blue Shield of West Virginia**, said the Crystal Awards stand out among communications competitions.

"Our Crystal Awards are considered the premier award for the communications industry," Starks said. "The winning campaigns and projects must have a detailed strategy and successful results — the two most important criteria that determine successful PR initiatives."



Davidson

Coffman

Starks said the annual Crystal Awards competition is open to any public relations professional, whether a chapter member or not, who either works in West Virginia or represents a West Virginia client.

For more than 30 years, the West Virginia Chapter of PRSA has supported the needs of West Virginia public relations professionals and businesses. The organization has more than 100 members, including individual practitioners, agencies, education, government and all types of businesses.

PRSA-WV Chapter, as part of the national Public Relations Society of America, provides professional development and, among other activities, upholds principles of ethics for members and the public relations profession.

Information is available at the PRSA-WV Chapter website at: [www.prsawv.org](http://www.prsawv.org).

**CHAPTER SERVICE AWARD**

**KENNETH "BUDDY" DAVIDSON II,**  
WEST VIRGINIA DEPARTMENT OF AGRICULTURE

"Buddy has been promoting the best of our chapter for many years, working with student chapters, sharing his expertise as a meeting speaker, leading the chapter as its president in 2009 and continually working to successfully grow our membership. We would be lost without his ongoing contributions."

**OUTSTANDING YOUNG PROFESSIONAL**

**RACHEL COFFMAN,**  
TSG SOLUTIONS

"Rachel has clearly shown the professional ability