KIMBERLY HORVATH, PMP

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PROJECT MANAGER

Creative Resource and Project Manager with 10+ years' experience in leadership, project portfolio management, implementing waterfall, hybrid, and agile projects, and leading diverse cross functional teams.

PROJECT MANAGEMENT HIGHLIGHTS

- Managed large multi-year $500k project portfolio with 17 unique partners while leading 5 cross functional teams to meet key deliverables and securing 100% project renewals and funding.
- Created new product information and trained 150+ account managers, collaborating weekly with key project sponsors to analyze data, identify needs and propose solutions, improving account manager knowledge by 67% in 6 months.
- Developed an escalation database, implementing innovative ideas for analyzing product escalations, and leveraging resources, timelines, and budget to measure impact of department misalignments, exceeding performance goals by 85%.

TECHNICAL SKILLS & CERTIFICATIONS

- **Project Management Professional (PMP),** Project Management Institute – Certification Number 3155166
- **Basics of Scrum,** Project Management Institute**,** *December 2023*
- **Fundamentals of Agile Project Management,** Project Management Institute, *December 2023*
- **Generative AI Overview for Project Managers,** Project Management Institute, *October 2023*

- Project Management Tools (Jira, Wrike, ClickUp, Trello, Slack, Zoom)
- Data Analysis
- Quality Control
- Risk Management
- Resource Management
- Change Management
- Financial Management
- Stakeholder Management
- Agile Methodologies
- Technical Writing

PROFESSIONAL EXPERIENCE

Senior Project / Creative Resource Manager | TriMark Digital, Raleigh, NC | August 2021 – August 2023

- Managed all stakeholder relationships including client, vendor, and cross functional teams. Used quantitative and qualitative measures to track and evaluate performance, satisfaction, and engagement of stakeholders. Identified gaps, risks, opportunities, and best practices to increase engagement ROI by 32% over 12 months.
- Created scopes of work (SOWs), planned schedules, deadlines, and milestones, and executed projects, realigning expectations as priorities changed achieving a success rate of 95% for projects delivered on time and within budget.
- Utilized ClickUp Project Management software (similar to Asana and Basecamp), to prioritize and delegate project plan details to appropriate team members. Created weekly status reports and project documentation, tracked and managed budgets and project progress.
- Creative Resource Manager for a 15-member design team, optimized workload assignments and developed a comprehensive cross training program to maximize designer competencies, increasing optimal account capacity by 22% over 6 months.

- Conducted onboarding and employee training for 20+ new hires over a period of 6 months offering continuous guidance and mentorship on best practices while providing constructive feedback.

Senior Digital Project Manager | WRAL Digital Solutions, Raleigh, NC | January 2017 – August 2021
- Executed full-cycle end-to-end B2B and B2C campaigns across a broad spectrum of business verticals and partnered with project sponsors to create forecasts for client spend.
- Built strong relationships with vendors and freelance communities, directing collaboration among all stakeholders, resulting in a 90% increase in project efficiency and a 94% improvement in project deliverables.
- Reviewed analytical data monthly, generating performance reports and created client presentations regarding any changes needed to improve the CTR, page views, goal completions, and bounce rate.
- Directed the use of agile methodology in website design projects, adhering to technical specifications through scoping and project planning. Partnered with design and development teams to create and implement process changes that led to an 85% increase in successful deployments using Jira, Kanban, and Wrike project management software.

Digital Products Business Lead | DexYP (Thryv), Morrisville, NC| February 2004 – August 2016
- Led a diverse team of 12 members as Digital Improvement Manager, overseeing both on-site and remote employees while serving as a partner with offshore teams in India. Achieved high team quality and performance metrics, through resolving escalations, adaptability, and creating KPI process enhancements.
- Led QA / QC / UAT (user acceptance testing) concentrating on implementation and quality assurance during Salesforce migration phases.
- Product SME (subject matter expert) for YP.com online advertising, product placement, and escalations.
- Identified process enhancement opportunities and developed practical job aids for team distribution. These aids clarified case routing and management procedures for Solution Center and Client Care teams, streamlining operations and enhancing overall efficiency by 77%.

EDUCATION

Associate in Advertising & Graphic Design – Expected Completion 2025
Wake Technical Community College – Raleigh, NC
- Activities and Societies: National Technical Honor Society – 2023

RELEVANT COURSEWORK
- Client/Media Relations
- User Interface/User Experience
- Web Development Tools
- Graphic Design (Adobe InDesign, Illustrator, Photoshop, XD)
- Technical Illustration
- Computer Design Tech
- Digital Asset Management