

# Kathy Harris

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## PROFESSIONAL EXPERIENCE

### Carpe Diem Community Solutions, Panama City, FL

June 2015 - Present *Community Outreach Specialist, Senior*

- Presently providing frontline communications for the Florida Department of Transportation (FDOT) SR 388, SR 77, SR 390, US 98B (Beach Drive), US 231 (Harrison Avenue), SR 392A Hutchison Boulevard, and Gulf Coast Parkway construction projects. Public engagement tools included the following:
  - Developing press releases, newspaper ads, quarterly newsletters, video and drone productions, maps, stakeholder electronic letter and postcard notifications, and social media messaging. Providing monthly progress reports and project information to FDOT PIO for distribution via Twitter and FDOT District Three web pages.
  - Maintaining SR 77 project Facebook and Instagram platforms with state-of-the-art graphics, photographs, video and drone presentations providing up-to-date project information.
  - Preparing, coordinating, and disseminating multi-level communication products for FDOT milestone events notifying elected officials, key county and city staff, property owners, and stakeholders of construction activities in their district.
  - Coordinating FDOT responses to stakeholder/public inquiries received via phone call, email, or in-person, acting as liaison between FDOT and stakeholders, maintaining public information logs, and recording project communications and activities. This includes developing and maintaining a stakeholder database that includes elected officials, community leaders, and businesses associated with FDOT projects.
  - Assisting FDOT in coordinating project presentations for significant local and state events/meetings and providing continuous monitoring of social media outlets pertaining to coverage of FDOT projects.
- Recently completed the 23rd Street Flyover, SR 79, St. Joe Bay Inlet Bridge construction projects, and BluePrint Intergovernmental Agency NE Gateway Welaunee Boulevard PD&E public hearing. Public engagement tools included the following:
  - Developed press releases, newspaper ads, quarterly newsletters, video and drone productions, maps, stakeholder electronic letter and postcard notifications, and social media messaging. Provided monthly progress reports and project information to FDOT PIO for distribution via Twitter and FDOT District Three web pages.
  - Produced informational videos for public relevant to each 23rd Street Flyover and SR 79 construction phase. Prepared, coordinated, and disseminated multi-level communication products for FDOT milestone events notifying elected officials, key county and city staff, property owners, and stakeholders of construction activities in their district. This included producing both in-person and online live events.
  - Maintained project Facebook and Instagram platforms with state-of-the-art graphics, photographs, video and drone presentations providing up-to-date project information.
- CDCS managed the design project for Gulf Coast Parkway-8 US 98 (Tyndall Parkway) to County Road 2315 (Star Avenue) and Design Group 20-12 SR 392A (Hutchinson Boulevard) from US 98A (Front Beach Road) to US 98A (Front Beach Road) both in Bay County.

### WJHG Channel 7, Panama City Beach, FL

July 2011 - March 2017 *Moms Everyday Host/Digital Sales Director* Gray Television

- Television interview host for WJHG's Moms Everyday 2-minute segments running weekday mornings during NBC's Today Show and CBS's Ellen Show. Wrote informative blogs for Momseveryday.com. Created stimulating interviews informing and educating viewers and turned them into a video product uploaded to the momseveryday.com national website.
- Implemented digital sales campaigns for wjhg.com including inventory management, pricing and creative design. Prepared visual samples and background information materials needed for effective recommendations and appropriate advertising campaigns based on client requirements.

## EDUCATION & CERTIFICATION

Bachelor of Arts, Communications, Cum Laude Oswego State University

- Co-hosted Oswego Sports Weekly with ESPN's Steve Levy.