KH

Creative Operations Manager

KIMBERLY HORVATH

Creative Operations Manager with 10+ years of experience optimizing workflows, leading teams, and streamlining creative processes. Expert in project lifecycles, digital asset management, and process improvements to maximize efficiency and impact.

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EDUCATION

AAS in Advertising & Graphic Design, May 2025
Wake Technical Community College–Raleigh, NC
Honors: National Technical Honor Society–2023

Certificates

Advanced Graphic Design
Web & Graphic Design
Design Portfolio

PROFESSIONAL EXPERIENCE

2024–PRESENT

Project Manager | RKD Group, Remote

I collaborate with nonprofit clients to ensure creative deliverables align with their goals, brand identity, and messaging while managing project scopes, schedules, and cross-departmental collaboration. Through weekly status meetings and design reviews, I maintain quality, resolve challenges, and keep teams aligned on timelines and budgets.

2019–2025

Advertising & Graphic Design Student | Wake Technical Community College

I created visually compelling designs using principles of typography, color theory, and composition, leveraging industry-standard tools like Adobe Creative Suite for digital, motion, and UX/UI design. With expertise in web design, print production, and branding, I develop responsive experiences and marketing materials that align with strategic goals.

2021–2023

Creative Resource & Senior Project Manager | TriMark Digital, Raleigh, NC

I optimized resource allocation and streamlined creative workflows for a 15-member design team, increasing capacity by 22% and maintaining a 95% on-time delivery rate. By implementing scalable processes, developing project tracking reports, and leading onboarding for 20+ team members, I improved efficiency, collaboration, and operational transparency.

2017–2021

Senior Digital Project Manager | WRAL Digital Solutions, Raleigh, NC

I led B2B and B2C creative campaigns, implementing Agile workflows that increased website design deployments by 85% and improved efficiency by 90% through vendor and freelance collaborations. By leveraging data-driven performance reports, I optimized campaign strategies based on CTR, page views, goal completions, and engagement metrics.

SKILLS

Adobe Creative Suite
Marketing & Branding Strategy
Project & Resource Management
Creative Optimization

CERTIFICATIONS

Project Management Professional (PMP), PMI–Certification Number 3155166
Social Media Marketing, HubSpot Academy
Basics of Scrum, PMI
Fundamentals of Agile Project Management, PMI
Generative AI Overview for Project Managers, PMI
Google Ads Display, Skillshop