

# Lisa Harris

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## Professional Experience

Founder and President, Sept. 2013 – Present

*Projection Digital LLC, Denver, CO*

- Provides strategic digital communications and marketing services to nonprofits, foundations and businesses
- Assesses organization and business needs to plan and implement an engaging, dynamic online presence that is sustainable and authentic to organizational goals
- Services include:
  - Digital assessments and online strategy development
  - Online reputation management
  - Online campaign development
  - Website planning and implementation
  - Social media strategy
  - Events and webinars
  - Mobile strategy
  - Brand development, messaging and content curation/creation
  - Online thought leadership planning and promotion for organizational leaders
  - Project planning and management of all project aspects including creative and technical
  - Crisis communications planning
  - Training and technical assistance
  - Analytics and measurement
  - SEO/SEM

Communications Manager, Nov. 2012 – Aug. 2013

*Rose Community Foundation, Denver, CO*

- Planned and executed communications activities including developing web-based and other digital communications, print publications, media relations and the creative management of special projects
  - Developed and executed the organization's first digital assessment, strategy and implementation plan including the inaugural development of digital branding, email marketing, modern website development, mobile tools for community engagement and initial social media priorities
  - Project manager for new responsive, mobile-friendly Drupal website for the organization
  - Conducted online listening campaigns for engagement opportunities and developed strategies to build the organization's online reputation
  - Implemented organizational social media monitoring, appropriate response parameters and crisis communications policies
  - Incorporated storytelling into organizational digital assets including the new website and online newsletters
  - Developed staff social media guidelines and resources
  - Identified and promoted online thought leadership opportunities for staff through blogs, webinars and other digital forums
  - Managed project budgets, interactive and creative agencies, vendor relationships and project contracts
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Director of Communications for Web and New Media, Feb. 2011 – Nov. 2012

Manager of Communications Technology, Nov. 2007 – Jan. 2011

*The Colorado Health Foundation, Denver, CO*

- Project manager for new and ongoing website and electronic communications projects for a statewide health care foundation including building brand awareness and marketing strategies
- Managed digital creative agencies in the development of and adherence to online brand family for digital assets including multiple websites, email and social media channels
- Directed, implemented and measured digital strategy for the organization
- Developed and maintained the Colorado Health Foundation website, the Colorado Health Report Card micro website, and the Colorado Kaleidoscope Storytelling website
- Lead strategist and manager of the organization's multiyear storytelling campaign that featured video and narratives from grantee organizations, social media campaigns, crowdsourcing elements, online contests and an accompanying website
- Managed organization's websites in content management systems, including online versions of the quarterly *Health Elevations* print magazine, extended resources for current and potential grantees and the development of a real-time online grants search linking the organization's grants management database (Microedge GIFTS) with a Google maps mashup functionality
- Managed, planned and implemented online event activities and webinars for statewide engagement opportunities
- Planned, developed and implemented parallel online conference activities for the organization's annual Colorado Health Symposium including live streaming sessions, live tweeting, blogging, management of Symposium U student bloggers and national amplification campaigns to engage a statewide and national audience of health professionals, students and community stakeholders
- Developed and edited copy for digital channels (website, email and social media) incorporating search engine optimization (SEO) details and repurposed print collateral into an optimized electronic format
- Leveraged relationships with grantees, policymakers, media and additional stakeholders through social media tools including Facebook, LinkedIn, Twitter, YouTube, blogs and Ustream
- Managed social media listening, monitoring and engagement campaigns
- Developed and implemented social media strategies for organizational reputation building, social marketing and brand management
- Administered and developed all website and social media editorial calendars
- Developed internal communications social media engagement campaigns and implemented staff social media usage policies for brand ambassadors
- Directed all email marketing campaigns and data management, including developing the monthly e-newsletter and growing distribution lists
- Managed and reported on social media measurement, website analytics and program evaluation
- Chaired the organization's cross-departmental web editorial board
- Conducted website focus groups, developed SWOT analysis of social media programs and organizational messaging platforms

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- Edited and created digital photography and video
  - Identified and implemented digital communications to reach new audiences through emerging digital media
  - Lead manager of new Salesforce CRM implementation project linking communications marketing with the Ektron content management system and additional data structures including social media management and leads management
  - Managed multiple budgets, vendor relationships, project contracts, public relations agencies and additional employees

Development Officer, Jan. 2006 – May 2007

*Maryland Historical Society, Baltimore, MD*

- Assisted with fundraising strategies around the annual fund, membership, restricted giving, grants management and a \$30 million capital campaign
- Managed donor database integrity by supervising data entry, conducting data audits, and ensuring proper query and reporting functionality
- Provided data analysis services for the development department including campaign and appeal performances and record enhancement services
- Served on the website development committee

Senior Project Manager, July 2002 – Aug. 2005

*NetCorps, Durham, NC*

- Provided communications planning, technology assessment and project management in online communications and marketing including websites, fundraising, public education and advocacy communications campaigns for nonprofit client organizations
- Lead project manager for client website strategy, development and implementation including projects for Student Action with Farmworkers, North Carolina Housing Coalition, Tar River Land Conservancy, Volunteers for Youth, Exchange Club's Family Center, Prevent Child Abuse North Carolina, Sarah P. Duke Gardens, Neuse River Foundation, North Carolina Conservation Network, North Carolina Farm Transition Network, Guilford Coalition on Adolescent Pregnancy Prevention and the North Carolina Society for Public Health Education
- Directed the NetCorps List Enhancement Action Project (LEAP), in collaboration with the Gill Foundation's Democracy Project, to provide advocacy-oriented nonprofit organizations with database technology tools to strengthen fundraising and public policy efforts using data enhancement
- Developed fundraising and communications strategies across software platforms including work with the Exchange Club's Family Center, North Carolina Conservation Network, Eno River Association, Altamaha Riverkeeper, Colorado Criminal Justice Reform Coalition, North Carolina Occupational Safety and Health Project, Eastern North Carolina Sickle Cell Disease Association and the Wildacres Leadership Initiative
- Provided Durham public housing residents with their first home computers through the Southern Anti-Racism Network's SPICE (Strong Parental Involvement in Community Education) Project
- Managed vendor relationships, project contractors, interns and additional employees
- Assisted with organizational management, fundraising and development

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activities

Independent Communications Consultant, June 1996 – June 2002  
Denver, CO

- Provided technology planning and communications assessment for organizations including the Colorado Progressive Coalition and the Colorado Criminal Justice Reform Coalition
- Developed and maintained websites for nonprofit clients including Community Shares of Colorado, Caring Connection, Colorado NARAL and Invest in Kids
- Developed website and electronic communications efforts for the Protect Families Protect Choice Coalition's "No on 25" campaign

Associate Director, Dec. 2001 – June 2002  
*Colorado Women's Agenda, Denver, CO*

- Directed all programmatic, policy and communications activities including lobbying efforts during the Colorado legislative session
- Supported board of directors in organizational oversight and development
- Administrated all organizational financial responsibilities and fundraising efforts
- Supervised all staff and interns

Program Director, July 1998 – Nov. 2001  
*Colorado Women's Agenda, Denver, CO*

- Managed organizational website and developed all online content
- Launched WE CAN!, the Women's Electronic Communications and Action Network, an online advocacy tool and developed over 400 targeted electronic communications for all public education and legislative advocacy campaigns
- Directed the Colorado Women's Vote project during electoral years including development of voter registration outreach, electronic communications, and paid and earned media campaigns
- Supported effective public policy and collaboration within the women's community through statewide communications activities and legislative efforts in the areas of civil rights, aging, economic security, reproductive rights, health care (Medicaid, Medicare, dual eligible, prenatal care, maternal and child health), defense of public assistance programs, caregiving, and community and domestic violence
- Developed organizational print and online publications including quarterly newsletters, the annual *Colorado Women's Legislative Scorecard*, and *Colorado Women Taking Action: A Resource Guide for Women and Girls* listing over 400 Colorado organizations serving women and girls
- Organizational representative for the Protect Families Protection Choice Coalition, Colorado Women's Lobby steering committee, All Families Deserve a Chance Coalition, Equal Pay Committee and Colorado Unity
- Supervised and hired interns

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**Education**

Master of Liberal Studies, Creative Writing  
Aug. 1996  
University of Denver, Denver, CO

Bachelor of Science, Psychology  
May 1992  
Virginia Tech, Blacksburg, VA

**Skills and Training**

HTML5, CSS, responsive mobile-friendly website project management, WordPress content management system, Drupal content management system, search engine optimization (SEO), information architecture design including wireframe development, usability and online experience including development of website personas, 508 website accessibility training, Associated Press style guidelines, Social Marketing University training, digital photography, Radian6 and Mention.net social media monitoring, Twitter, Facebook, YouTube, Ustream, Instagram, Google Analytics, Google Webmaster Tools, Google Maps, ExactTarget broadcast email software, Constant Contact broadcast email software, MailChimp broadcast email software, Adobe Photoshop, Adobe Premiere, Salesforce CRM, Microedge GIFTS, Microedge FIMS, Raiser's Edge Fundraising Software, Donorperfect, Ebase, Filemaker Pro, Microsoft Sharepoint, Microsoft Access, Databank Fundraising and Advocacy Modules, CQEngage Advocacy Tools

**Social Media***Personal*

Twitter: [www.twitter.com/LisaHarris10](http://www.twitter.com/LisaHarris10)  
LinkedIn: [www.linkedin.com/in/LisaHarris1010](http://www.linkedin.com/in/LisaHarris1010)  
Facebook: [www.facebook.com/lisa.harris](http://www.facebook.com/lisa.harris)

*Professional:**Projection Digital*

Twitter: [www.twitter.com/ProjectionD](http://www.twitter.com/ProjectionD)  
LinkedIn: [www.linkedin.com/company/projection-digital](http://www.linkedin.com/company/projection-digital)  
Facebook: [www.facebook.com/projectiondigital](http://www.facebook.com/projectiondigital)

*Previous Professional:*

## Colorado Health Foundation

Twitter: [www.twitter.com/COHealthFDN](http://www.twitter.com/COHealthFDN), [www.twitter.com/HealthSymposium](http://www.twitter.com/HealthSymposium)  
Facebook: [www.facebook.com/coloradohealth](http://www.facebook.com/coloradohealth)  
YouTube: <http://www.youtube.com/user/coloradohealth>

**Professional and Community Affiliations**

Colorado Health Social Media Meetup (co-founder)  
National Foundation Interactive Group (co-founder)  
NTEN (Nonprofit Technology Network)

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**Awards**

*Ragan PR Daily*  
*2012 Digital PR and Social Media National Awards*  
*Best Microsite for Colorado Kaleidoscope: Stories of a State's Health*

*Colorado Healthcare Communicators*  
*2012 Social Media Integrated Campaign Silver Leaf Award*  
*The Colorado Health Foundation – Get Social with the Colorado Health Symposium*

*Colorado Healthcare Communicators*  
*2012 Website Silver Leaf Award*  
*The Colorado Health Foundation – Colorado Kaleidoscope: Stories of a State's Health*

*Colorado Healthcare Communicators*  
*2011 Social Media Gold Leaf Award*  
*The Colorado Health Foundation – Colorado Health Symposium Social Media Campaign*

*Colorado Healthcare Communicators*  
*2011 Website Bronze Leaf Award*  
*The Colorado Health Foundation – Colorado Kaleidoscope: Stories of a State's Health*

*Colorado Healthcare Communicators*  
*2010 Website Silver Leaf Award*  
*The Colorado Health Foundation – Colorado Health Report Card Website*

*Colorado Healthcare Communicators*  
*2010 Social Media Bronze Leaf Award*  
*The Colorado Health Foundation – Colorado Health Symposium Social Media Campaign*