

Holly L. Karr

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Professional Summary

As an experienced leader, Holly brings entrepreneurial thinking and DoD program knowledge to develop and implement innovative solutions. She has the proven ability to lead teams, make compelling public speeches, plan strategically for growth and organizational transformation, build strong business relationships, and deliver profitable results.

Core KSAs

Knowledge:

- DoD acquisition and program management principles, policies, and practices.
- Contract vehicles and colors of money.
- Business Acumen.
- Risk and opportunity management.
- Agile, Scrum, and Kanban methodologies.
- Organizational Transformation and Change Management

Skills:

- **Technical:** Platform1 IL4, Webex-Govt SAM.gov, MySQL, SFTP, Cloud Storage, VoIP, Networking (Ethernet/WiFi), Adobe Acrobat, MS Office Suite (SharePoint, Outlook, Teams, Project, Visio, Word, Excel, PowerPoint).
- **Project/Program Management:** Leading multi-functional teams (Waterfall, Agile, Scrum, Kanban, Lean), business development program management, organizational vision management, preparing reports/briefings/documentation.
- **Analytical/Problem-Solving:** Evaluating and analyzing problems, identifying key factors, gathering/interpreting data, recommending solutions for improved organizational effectiveness, and negotiating.
- **Communication:** Effective technical writing, public speaking, and clear communication of factual and procedural information.
- **Community Engagement:** Event management, sponsorship ROI, employee-volunteer opportunities
- **Leadership:** Coaching and mentoring, promoting a respectful organizational culture, leading and inspiring teams to achieve strategic goals.

Abilities:

- Strategic thinking and planning.
- New Business Development
- Risk assessment, evaluation, and mitigation.
- Business optimization and process improvement.
- Time management and organizational skills.
- Event marketing and booth attendance boosters.
- Independent work and initiative.

Work Experience

Program Manager / Agile Coach

Beast Code, LLC, Fort Walton Beach, FL

August 1, 2022 - April 29, 2025

Full-time, 40 hours/week

For employment verification: E-Verify.gov or 888-897-7781 | A letter of recommendation is available upon request.

- As a Program Manager: Manage multi-team \$500M S.B.I.R. contract for the U.S. Navy, ensuring project alignment with acquisition strategy, budget, and compliance standards
- Lead cross-functional program review meetings, analyzing data and presenting optimizations to support strategic defense initiatives.

- CUI and UNNPI information training and handling.
- Oversee custom software prototyping projects, ensuring the delivery of iterative software solutions for customer feedback.
- Maintain budgets and monitor department expenses to comply with DoD acquisition policies.
- Analyze risk and opportunity management data, and create measurement methods (charts, graphs, dashboards, presentations) for business optimization.
- Track risks and make recommendations and adjustments for strategic solutions to stay within the scope of the contract.
- Create and deliver contract deliverables, monthly status reports, and technical meeting reports.
- Meet with DoD Leaders, government stakeholders, and contract partners, ensuring optimal engagement using cross-functional leadership during project-focused meetings.
- Conduct employee peer feedback reviews and oversee timesheets, PTO requests, and professional development.
- Comprehensive use of Adobe Acrobat for collecting signatures on CAC and CDRL documents.
- Transitioned to Scrum Master role in June 2023, then to Agile Coach: Provide Agile, Scrum, and Scrum-ban leadership for teams developing Beast Code's flagship open-source software, Naval Maintenance software, DoD training and courseware, Space Force launch operations software, and customer support.
- Develop training materials and presentations, plus create automation in Jira software and Confluence templates for faster reporting of work and customer meeting notes.
- Organize and facilitate Scrum ceremonies, optimize team performance, assess risks for teams, and use problem-solving skills to ensure delivery of iterative solutions for customers.
- Promote best practices and value-driven efficiency across varied projects by coaching program managers, product owners, and teams on strategic program management.
- Provide functional leadership of the project's management and technical writing efforts, ensuring effective project oversight, quality assurance, and adherence to SDLC.
- Use Cloud/SaaS Services and Server version of the Atlassian Platform, GitLab, and the MS Office for project delivery, emphasizing transparency and collaboration.
- Mentor co-workers, coach teams on efficient practices, and contribute to the Agile culture and education of the company.
- Use analytical skills to find inefficiencies and suggest improvements for transparency and accountability across the PMO to the director and program managers.
- Assess the reported risks and conduct risk-management meetings with the Product Owners and Program Managers.
- Navigate political nuances and leverage diplomacy in government customer meetings.

Founder, Business Development Program Manager, and Marketing Consultant

Virtual Hyperdrive, Fort Walton Beach, FL

Nov 2011 - Aug 2022

Full-time, 40-hrs/week/Part-time, 20-hrs/week Self-Employed

- Provide problem-solving services, marketing consultation, and multi-platform website development.
- Network and maintain client and vendor relationships.
- Create, negotiate, and manage commercial contracts.
- Analyze opportunities and mitigate risks for clients and my own company.
- Use Waterfall practices, Agile methodologies, and Gantt charts for Project scheduling and risk management.
- Develop WordPress and Wix websites, manage CMS databases, and give website security lessons to clients.
- Create technical curriculum and guides on WordPress editing, scheduled training sessions, and adjusted teaching styles for virtual or in-person professional teams/individuals possessing varying technical aptitudes. Use technical writing and cybersecurity best practices for websites.
- Conduct enterprise design thinking workshops for the discovery and requirements gathering stages of contracts.

- Comprehensive use of the MS Office Suite for invoicing, project management, customer communications, and presentations.
- Comprehensive use of Adobe Acrobat for collecting signatures on legal documents.
- Achieve profits and client success on digital transformation contracts and marketing consultations for print/digital platforms, including a social media campaign exceeding fundraising goals by 25% for a non-profit.

Acting Project Manager

MAG Aerospace Fort Walton Beach, FL

Dec 2019 - July 2022

Full-time, 40 hours/week

For employment verification: i2verify.com or 888-458-6319

- Business development and winning printing project contracts.
- Classified, CUI, and ITAR information training and handling
- Create, negotiate, and manage contracts with DoD stakeholders, MAG corporate leaders, and local nonprofits.
- Issue invoices, manage multi-platform project life cycles, including paper shortages and staffing.
- Create cloud-based order intake forms, process, notification, and online SharePoint database for inter-organizational or contract-related design and print services.
- Use encrypted and DoD-safe data transfers for ITAR and CUI documents requiring printing.
- Network and maintain client and vendor relationships.
- Create SLA, EULA, Terms & Conditions, Order forms, Marketing Materials, and UX designs for the company's new commercial Video as a Service (VaaS) cloud-based software product.
- My prior role as a multimedia, marketing, and training specialist involved creating CDRLs, PowerPoint presentations, conference marketing materials for the company, and a five-year AFSOC government contract.
- Spearhead local community engagement: Established partnerships with educational and community service organizations, providing business intelligence to the Director and C-suite.

Training Development Specialist

Digital Monitoring Products Springfield, MO

Oct 2019 - Nov 2019

Full-time, 40 hours/week

Develop relevant, engaging, and innovative training programs leading to the strategic growth of the workforce.

Business Development and Marketing Designer

Valkyrie Defense - Pioneer Technologies Corp. Fort Walton Beach, FL

Mar 2016 - Sep 2018

Part-time, 30 hours/week

- Learn and use the Shipley method of contract writing for Federal and Municipal RFPs, RFQs, and SSAs.
- Use SAM to discover potential contracts based on NAICs.
- Create and facilitate strategic workshops and branding consultations, develop WordPress websites, and design marketing materials.
- Comprehensive use of the MS Office Suite for invoicing, project management, customer communications, and presentations.
- Event creation, marketing, and coordination for Lunch-n-Learns to educate and attract new customers.
- Instrumental in winning a sole-source, fixed-price Municipal contract: delivered ahead of schedule and 10% under budget.

Founder, Business Development Manager, Program Manager, Marketing Consultant, and Writer

Hoydenary Products, Houston, TX

Jan 2000 - Nov 2010

Full-time, 40-hrs/week/Part-time, 20-hrs/week Self-Employed

- Provide problem-solving services, marketing consultation, and multi-platform website development.
- Use technical writing and cybersecurity best practices for websites.
- Network and maintain client and vendor relationships.
- Create, negotiate, and manage contracts.
- Analyze and mitigate risks for clients and my own company.
- Develop HTML and CSS websites, manage CMS databases, and give clients website maintenance and content creation lessons.
- Use Waterfall methodologies and Gantt charts for Project scheduling and risk management.
- Develop a non-technical curriculum and guides and teach the subjects to public college continuing education students.
- Comprehensive use of the MS Office Suite for invoicing, project management, customer communications, and presentations.
- Comprehensive use of Adobe Acrobat for collecting signatures on legal documents.
- Create a direct mail campaign and mail piece for an Oil & Gas Industry consulting firm, exceeding sales expectations by \$30,000, and the direct mail piece beat the industry's standard 3% response rate at 7%.

Legal Administrative Assistant

Rolnik Law P.C. Kingwood TX

Nov 2007 Sep 2010

Full-time, 40 hours/week

- Coordinate electronics and computer operating systems patent filings, trademark filings, proofreading, client scheduling, client relations, and technical editing.
- Create technical drawings of system architectures for U.S. patents.
- Comprehensive use of MS Office Suite for technical writing and editing, project management, client communications, Visio for creating patent technical drawings, and presentations.

Education

Western Governors University: Master of Business Administration | Anticipated Graduation: September 2025

Western Governors University: Bachelor of Science Business Marketing Management | GPA 3.50

Lone Star College: Certificate in Multimedia Design Communications | GPA 3.95

South Plains College: Associate of Science: Computer Science | GPA 3.95

Certifications & Training

- Feb 2025: International Scrum Institute: Certified Professional in Design Thinking (CPDT)
- Dec 2024: PMI: Risk Management Professional (**RMP**)
- Sept 2024: Defense Acquisition University (DAU) Training: PMT 0120 **Program Scheduling**; PMT 0170 **Risk Management**; MongoDB **Public Sector SI Associate** Certification
- Aug 2024: Defense Acquisition University (DAU) Training: ETM 1020 **Mission and Systems Thinking Fundamentals**
- July 2024: Defense Acquisition University (DAU) Training: CLE 019 **Modular Open Systems Approach**; SWE 0062 **Architecture Approaches for Agile Programs**; CLM 093 **Integrated Risk Management**; CLE 076 **Intro to Agile Software Development**; PMT 0130 **Work-Breakdown Structure**; CLM 094 **Integrated Master Scheduling**
- June 2024: Defense Acquisition University (DAU) Training: ACQ0500 **NDAA and DoD5000**; ACQ0040 **Acquisition Ethics**
- April 2024: International DevOps Certification Academy: **Certified DevOps Project Manager**; ISC2: Certified in

- Cybersecurity (**CC**); International Scrum Institute: **Scrum Trainer** Accredited Certification
- Jan 2024: Axelos/PeopleCert: **ITILv4 Foundation**; PMI: Organizational Transformation Orchestration (**OTO**)
- Dec 2023: PMI: Professional in Business Analysis (**PMI-PBA**); Organizational Transformation Organization (**OTF**); and Implementation (**OTI**)
- Oct 2023: Scrum.org: Professional Agile Leadership: Evidence-Based Management (**PAL-EBM**)
- Sept 2023: International DevOps Certification Academy: **Certified DevOps Executive**; International Scrum Institute: **Accredited Certified Agile Coach**
- Dec 2022: PMI: Project Management Professional (**PMP**)
- July 2022: International Scrum Institute: **Agile Scrum Leadership** (Executive); **Certified Kanban Project Manager**; International Organization for Project Management: Accredited Program Manager (**APM**)
- June 2022: Scaled Agile Framework Foundation: SAFe Scrum Master (**SSM**)
- Jan 2022: CompTIA: **Security+ CE SYO-601**
- July 2021: IBM: Certified **Enterprise Design Thinking Practitioner**
- Nov 2020: US Air Force: **AFSOC D&E 101 Training**

Community Engagement

- 2024 Mert Wagner Volunteer of the Year Award: GFWB Chamber of Commerce
- Patriot Park Advisory Committee appointment by Okaloosa County (Nov. 2024 to present)
- Dog Harmony Board of Directors, Chair (2024-present): Manage fundraising, website development, public speaking, recruitment of Board members and volunteers, and marketing
- Greater Fort Walton Beach Chamber of Commerce (GFWBC) Board of Directors (2023-2025 term): Corporate guidance, Board member recruitment, and Chamber member recruitment or retention
- Community Solutions of the Emerald Coast Board of Directors, Vice President (2021-present): Assist with creating and managing fundraising campaigns, website development, Board member recruitment, and give marketing guidance
- Emerald Coast Science Center Board of Directors (2021-present): Corporate guidance and Board member recruitment
- 100+ Women Who Care Emerald Coast member (2021-present): Donation distribution guidance, public speaking, and member recruitment
- One Okaloosa Economic Development Council's Business Leadership Council Member (2022-present): Business intelligence, military operations support information, public speaking, and area economic development awareness
- One Okaloosa Economic Development Council's 2022-2023 Technology Coast Manufacturing and Engineering Network (TeCMEN) Committee Chair: Committee Guidance: Provide marketing strategies, public speaking, and member recruitment
- 2022 Greater Fort Walton Beach Chamber Ambassador Chair: Committee Guidance: Provide marketing strategies, public speaking, and member recruitment
- Volunteer web developer, marketing advisor, science fair judge, and robotics competition judge
- 2023 Woman of Honor Award: Okaloosa County Commission on the Status of Women