

Lisa Lehman Trager

Land: 201-722-8941
Cell: 201-819-5125
Email: tragester@gmail.com

29 William Street
Hillsdale, NJ 07642

Lead Content Strategist | User Experience Designer

Over ten years experience as a Content Strategist and User Experience Designer working on business eMarketing solutions. Passion for implementing innovative solutions for clients based upon an insightful understanding of online media, communication and user trends. Brings insight and ability to apply best strategic practices to develop online marketing and leverage the brand by driving traffic through SEO, social networking, and behavioral targeting. Seeking a creative and stimulating team environment to contribute proficiency in User Experience Design and Content Strategy, as well as integrate leadership skills in research, communication, marketing, and strategy honed in from a twenty-year background working on Internet branded and non-branded sites, television, consulting, and working both on the client-side as well as in an agency environment.

Core Competencies

- Expert in the area of user experience design (UXD), content strategy, information architecture, and e-marketing.
- Articulate communicator with a wide range of experience producing media and content in the interactive space.
- Detail oriented, organized person who enjoys taking a deeper approach, including analyzing metrics and keywords to study and substantiate recommended solutions.
- Relaxed presentation skills ensures being able to interview or present solutions on either the client-side or to upper management.
- Strong background in the interactive space as well as video and print provides the ability to bring a full spectrum of creative solutions for online business initiatives.

PROFESSIONAL EXPERIENCE

Contract/Freelance

Feb 2009 to Present

Assignments included creation and development of sitemaps, wireframes, content matrices, heuristic and competitive analysis, mental models, personas, user flow diagrams and online communities. Expertise in the area of healthcare, pharma and financial services, as well as experience in other sectors including technology, e-commerce, and non-profits.

Current Assignment

- **Prudential Financial, Newark, NJ.** Information Architect/Content Strategist for the e-Digital Group. Lead in redesign of the consumer site for Individual Life Insurance as well as PruXpress, the portal used by internal agents, 3rd party life brokers, and financial institutions. The strategy and execution of the portal relied upon user-based roles to determine access to sales concepts, marketing materials, external apps and sites related to selling Prudential's Life Insurance product line. Introduced faceted navigation, trending, and contextual links to improve the usability, navigation, and access to this rich repository of content, which includes over 3,000 documents to support sales. Also led efforts to develop company guidelines on the use of social media. October 25, 2010 to present.

Previous clients include:

- **Porter Novelli, NY, NY. Lead Content Strategist/ Managing Editor.** Developed the online strategy, messaging and structure of a new site for one of the proven leaders in healthcare technology who will be introducing an electronic health records solution designed meet the specific needs of solo to mid-sized medical practices. June – August 2010
- **Boomerang Pharmaceutical Communications, Montville, NJ.** Lead Content Strategist/UxD on redesign for the Changing Diabetes Barometer website, which is part of a global initiative led by Novo Nordisk aimed at government policy-makers, public health officials, payers, HCP's, patient organizations, advocacy groups and others to meet the challenge of the diabetes pandemic, by answering the call to 'measure, share and improve' the data related to the disease and lessen the instance worldwide. Additional project work for Novartis and NovoMedLink. Jan-June 2010
- **Merck, Intranet Center of Excellence, Rahway, NJ.** Developed strategy and solutions for online communities used within Merck's corporate Intranet as well as external business sites. Worked with business owners to develop content, governance, and site structure. Designed and conducted usability testing to ensure that sites met user experience requirements to encourage member participation and growth of corporate online communities. Oct-Dec. 2009

PUBLICIS MODEM - New York, NY

2007-2009

LEAD CONTENT STRATEGIST

Performed the role of primary strategist for redesign of branded and non-branded websites of pharmaceutical clients, including an e-commerce site used by HCP's to purchase vaccines and medical supplies, which currently generates over \$2-billion annual revenue. Scope of recent projects included gathering business requirements from stakeholders and subject matter

experts; introducing Web 2.0 social networking; implementing more effective call-to-action messaging; improving SEO to ensure user targeting; and developing relevant and compelling content including videos for the Ambien CR website ranked as top 3 site for ease of use, content quality and persuasiveness by the Change Sciences Group.

Clients included: Sanofi Aventis (Ambien CR/Shuteye), Sanofi Pasteur (Vaccineshoppe.com); and other branded and non-branded pharmaceutical sites; LG Electronics; and General Mills/Pillsbury.

- Conducted heuristic reviews of the current “as-is” state provided insight into gaps that we were able to address and integrate into redesign.
- Interviewed customers, stakeholders, website visitors and management to gather a better understanding of business requirements and information to design user interface and taxonomy of internet and intranet sites ensured that recommended solutions were grounded and met business needs.
- Developed use case scenarios, personas, mental models, site map, business requirements, content matrix, wireframes and engaging business strategy as well as integrate SEO and SEM research
- Created new taxonomies based upon synthesizing nomenclature and data of old structure with new systems and stakeholder research in order to better serve user needs and to accomplish business goals
- Interpreted website metrics to measure traffic and trends that can be used in future site development as well as to measure success.
- Implemented best practices in SEO to ensure that sites are optimized for search engines to drive organic traffic to the site

CONTRACT/FREELANCE

2001 - 2007

CONTENT STRATEGIST/INFORMATION ARCHITECT/MARKETING

AIG, Corporate e-Business, Jersey City, NJ. As primary liaison with internal client and business unit, analyzed the content of existing AIG websites and developed wireframes to improve the structure, presentation and usability for future redesign. Incorporated recommendations from outside analysts for a phased in approach while also taking into consideration new branding and limitations imposed by the platform and templates. July-Sept 2007.

Novartis, East Hanover, N.J. Worked as a Content Strategist to improve the usability and design of one of Novartis' primary intranet portals known as the Integrated Workspace (IWS.) This Pharma Development portal is one of the primary resources for associates in 8 countries and involves over 150 internal sites with thousands of pages used by scientists, clinicians and developers of pharmaceutical products, as well as subsites for doctors and patients to access for clinical trial information. November 2006 – May 2007.

Dowden Health Media, Montvale, NJ. Developed online strategies for this company and their consumer healthcare clients. Answered RFP's, developed proposals, presentations, information architecture, and online content for clients and internal healthcare journals, which included *Mayo Clinic Proceedings*, *OBG Management*, *Current Psychiatry*, and *Contemporary Surgery*. Oct 2005 – November 2006.

Englewood Hospital & Medical Center, Marketing Department, Englewood, NJ. Wrote articles and marketing material published as press releases, newsletters, brochures and content for the hospital's website. June 2002-April 2004

Rodman Publishing, Ramsey, NJ. Conceived and implemented a web production strategy using templates and database-driven dynamic content, which resulted in projected savings of over \$150,000 in annual web development expenses. September 2004 to January 2005.

LOGICAL DESIGN SOLUTIONS - Morristown, NJ

2000-2001

CONTENT STRATEGIST/INFORMATION ARCHITECT

Clients included: AT&T, International Paper, Schering Plough, and Colgate.

- Deployed Intranet and Internet enterprise portals (B2E, B2B, and B2C) for Global 1000 clients
- Chief taxonomist for developing data driven Sales Portal as well as Health Benefits Intranet for AT&T
- Developed strategy, information architecture and content of for Internet/Intranet web sites of Fortune 500 clients which included: AT&T, International Paper, Schering Plough, Colgate, etc.

EDUCATIONAL BROADCASTING CORPORATION

1985- 2003

NBC NETWORK AND LOCAL TELEVISION

ABC NETWORK AND LOCAL TELEVISION

ASSOCIATE DIRECTOR/STAGE MANAGER (Staff and Freelance)

Conceptualized, assembled, organized, and edited audio and visual information for both NY local and network television stations. Established priorities, organized materials and personnel, and problem-solved ensuring on-time delivery of taped as well as live network television broadcast programs. Responsible for immediate decision making and directing appropriate personnel to follow through in live commercial and public television network and local master control rooms.

EDUCATION

- **MASTER OF ARTS, MEDIA STUDIES**
New School for Social Research - New York, NY
Magna cum laude. Master's thesis: Direct Broadcasting Satellites: The Hope, The Promise, and The Reality
- **BACHELOR OF FINE ARTS**

New York University, Tisch School of the Arts - New York, NY
Honors Graduate and Founders Day Award recipient

- **Certification:** Website Design, Management, and Development, 1996
New Jersey Institute of Technology - Newark, NJ

COMPUTER SKILLS

Programs: Adobe CS3 (Photoshop/ImageReady, Dreamweaver, Fireworks), MS Office Suite (Word, PowerPoint, Excel, Access), Teamsite, Visio, OmniGraffle, Entourage

Content Management Systems: Ektron (CMS system), BEA Web Logic, Interwoven, Vignette, Drupal

Community Management Software: Microsoft SharePoint, NewsGator,

Languages: HTML, CSS, XML Platforms: Windows, Mac, Linux

GROUPS & ORGANIZATIONS

- **New York Content Strategists**, Founding member 2009
- **IxDA** Northern NJ Chapter, since 2007
- **Information Architects Institute**, since 2006
- **Directors Guild of America**, since 1982.