

Lisa Lehman Trager

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SUMMARY

Lead Content Strategist with a profound understanding of online media as it pertains to best strategic practices to leverage the brand, drive traffic, develop online product, and implement latest technology trends. Seeking a creative and stimulating team environment where I can contribute wealth of my professional experience and continue to grow.

PROFESSIONAL EXPERIENCE

Publicis Modem - New York, NY

Oct 07- Present

LEAD CONTENT STRATEGIST

- Conduct a heuristic reviews of sites in the current "as-is" state and provide insight into gaps and areas that need to adhere to industry best practices
- Develop use case scenarios, personas, site map, content matrix and engaging business strategy as well as SEO and SEM
- Determine appropriate strategic online content solutions to ensure site traffic and user response to calls-to-action that promote the brand
- Interview 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
- Provide clients with strategy, analytic solutions, competitive analysis and market studies to develop appropriate online solutions
- Present strategic solutions for client to consider in the discovery and development phases of large corporate websites based upon the work done collaboratively with teams that included art directors, business analysts, marketing managers and other information architects
- Engage best practices in SEO to ensure that sites are optimized for search engines and will drive traffic to the site.
- Interpret website metrics to measure traffic and trends that can be used in future site development as well as to measure success
- Develop new content as well as oversee restructuring of old information in order to better serve user needs and to accomplish business goals
- Utilize Visio or Entourage to create sitemaps, wireframes, and workflow process diagrams that modeled business processes
- Work with stakeholders in developing style guidelines, tone, and editorial vision to insure that branding was consistent and befitting the purpose of the client's B2B or B2C corporate website
- Develop proposals in response to RFP's from large health organizations for the development of interactive websites

Clients include: Sanofi Aventis (Ambien CR/Shuteye), Sanofi Pasteur (Vaccineshoppe.com – a \$1-billion ecommerce website used by healthcare professionals to purchase vaccines and medical supplies.) and other branded and nonbranded pharmaceutical sites; LG Electronics; and General Mills/Pillsbury.

Pictures In Motion - Fulltime Consultant

March 00- Sept 07

LEAD CONTENT STRATEGIST & INFORMATION ARCHITECT

Constructed strategic methods to figure out the best ways to promote online business from restructuring and rewriting text generated internally, to discovering new products and services to promote a client's online presence.

AIG, Corporate e-Business - Jersey City, NJ

July – Sept 07

- Primary liaison with internal clients and business units
- Analyzed content from existing AIG websites, and developed wireframes to improve site structure, presentation and usability for future redesign
- Incorporated recommendations from outside analysts for a phased in approach, while taking into consideration new branding and limitations imposed by present platform and templates

Novartis – East Hanover, NJ

Nov 06 – May 07

- Improved site usability and design of one of Novartis' primary intranet portals known as the Integrated Workspace (IWS.)
- Produced Pharmaceutical Development portal, one of the primary resources for associates in 8 countries; involved over 150 internal sites with thousands of pages used by scientists, clinicians and developers of pharmaceutical products

- Created sub-sites for doctors and patients to access for clinical trial information
- Design information architecture to fit the needs of users and department heads

Dowden Health Media - Montvale, NJ.

Oct 05 – Nov 06

- Developed online strategies for company's corporate and consumer healthcare clients
- Answered RFP's
- Developed proposals, presentations, information architecture, and online content for clients and internal healthcare journals
- Design information architecture to fit the needs of healthcare and non-profit clients with an emphasis on usability and search engine optimization
- Healthcare journals included: Mayo Clinic Proceedings, OBG Management, Current Psychiatry, and Contemporary Surgery

University of Medicine & Dentistry of NJ (UMDNJ) - Newark, NJ **March 05 – May 06**

- Developed website and marketing materials for the Anesthesiology Residency Program at **UMDNJ-New Jersey Medical School**

Englewood Hospital & Medical Center - Englewood, NJ

June 02 – April 04

- Within the Marketing Department, wrote articles for newsletters, website, and brochures and helped develop online strategies for several departments

Rodman Publishing - Ramsey, NJ

Sept 04 – Jan 05

- 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

Logical Design Solutions - Morristown, NJ

March 00 – Feb 01

- Deployed Intranet and Internet enterprise portals (B2E, B2B, and B2C) for Global 1000 clients
- Developed information architecture, design, and content of web pages, to ensure usability
- Developed strategy, design, and content for Internet/Intranet web sites of Fortune 500 clients
- **Client list included, but was not limited to:** AT&T, International Paper, Schering Plough, Colgate, etc.

Educational Broadcasting Corporation - Staff
NBC Network and Local Television - Freelance
ABC Network and Local Television - Freelance
ASSOCIATE DIRECTOR/STAGE MANAGER

March 85 – June 03

- 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.

COMPUTER SKILLS

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

Languages: HTML, CSS, XML

Platforms: Windows, Mac, Ektron (CMS system), BEA Weblogic

EDUCATION

New Jersey Institute of Technology - Newark, NJ

- **Certification:** Website Design, Management, and Development

New School for Social Research - New York, NY

MASTER OF ARTS, MEDIA STUDIES

- Magna cum laude

New York University, Tisch School of the Arts - New York, NY

- **BACHELOR OF FINE ARTS**

Honors Graduate and Founders Day Award recipient