



Pictures In Motion

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Lisa Trager – Internet and New Media Consultant

Lisa Trager is an Internet and New Media Consultant whose experience working in Marketing, the Internet, and Television brings a well-rounded understanding of how to get “the message” across, regardless of the medium. As an expert in new media and the Internet, she works with clients to develop online strategies, do research, and create reports about industry trends and technology. Recent work for a leader in healthcare publishing, Dowden Healthcare Media has included writing business analysis reports, responding to RFP’s, and creating SWOT (Strengths, Weaknesses, Opportunities, Threats) reports for potential business prospects.

Health Care

With recent work in the medical field for the Department of Anesthesiology at the University of Medicine and Dentistry of NJ, Dowden Health Media, Englewood Hospital and Medical Center as well as Pascack Valley Hospital, she is able to write about complicated and technical subject matter in a way that a general audience can understand. She writes articles for internal and public healthcare newsletters that focus on the humanistic care and treatment of patients in various medical centers. In 2003, she was hired by Pascack Valley Hospital to produce and write its Cancer Program Annual Report. Lisa develops content for multiple uses, which can include related newsletters, brochures, or website. Her photographs of staff and technology have been used to illustrate published as well as online material.

Marketing and Website Development

Her writing skills have also been used in the area of advertising. As a Marketing Consultant to Gimard, Inc, a giftware company that sells unique artistic products made in Peru, she helps them develop content for catalogues, brochures, and correspondence to retailers. She designed their website, www.gimard.com, which was recently launched.

To meet the rising demand for quality websites for companies, organizations, and individuals, Lisa’s company, **Pictures In Motion** customizes each website to fit the market and purpose of each client while keeping the user experience foremost. From writing text and making recommendations regarding content, to bringing in other professionals to compliment the project, Lisa will provide a creative solution in website design and application, that will attract visitors and keep them coming back.

In addition to producing content for Internet websites, **Pictures In Motion** is also able to give clients advice about search engine optimization and advertising opportunities using the Internet in the form of various Internet Yellow Pages and Cost per Click programs.

Background

Lisa’s previous experience includes working in the corporate world designing and developing internet and intranet sites for Global 1000 companies at Logical Design Solutions. As an Information Architect/Content Analyst she was an integral member of a project team where she helped clients identify content delivery options, analyzed content designed for online delivery, and made recommendations to satisfy client business requirements. Accounts included: AT&T, International Paper, Schering-Plough, and Colgate Palmolive.

Prior to joining LDS, she won a \$100,000 scripting grant from the National Endowment for the Humanities for a documentary film project. Having come from the world of network television production where she worked on staff at both Thirteen/WNET and NBC on such shows as the *MacNeil Lehrer News Hour*, *Charlie Rose*, *Caucus N.J.*, *Saturday Night Live*, *News 4 New York*, and *Late Night With David Letterman*, and others where she was directly involved in both live and pre-taped formats. As a result, Lisa brings the added dimension of directing, producing, graphic design, video, and sound necessary in a multimedia environment.

Education

Lisa graduated magna cum laude from The New School with a Master of Arts in Media Studies and Bachelor of Arts with Honors from New York University. In 1978, she wrote her Master’s thesis on the effect that Direct Broadcast Satellites would have in the future. In 1995 she attended the New Jersey Institute of Technology where she earned certificates in Web Author, Web Developer, and Web Manager. She is a member of the Directors Guild of America and World Wide Web Artists’ Consortium.