

## **Lisa Trager**

### **Information Architect and Content Strategist**

Lisa's current role of Lead Content Strategist for Publicis Modem in New York requires a terrific blend of both left and right brain in developing the best strategic approach for interactive platforms of Fortune 100 companies. The position requires the knowledge and experience to straddle between strategy, information architecture and user experience, as well as come up with creative insights in order to leverage existing or new content for the redesign; drive targeted traffic and utilize SEO; and implement the latest technological trends. Clients include Sanofi Aventis (Ambien CR), Sanofi Pasteur (branded and non-branded websites for vaccine products); General Mills, and LG Electronics. An example of recent work in the area of content strategy can be viewed by the recently launched site, <http://Menactra.com>. This is the first of several sites redesigned for Sanofi Pasteur.

Agency life provides Lisa with a good opportunity to continue working in a consultant role with clients on challenging and exciting online interactive projects. Prior to this, she ran Pictures In Motion, Inc., a company that serviced companies, non-profit organizations and individuals in redesigning their websites and marketing materials. Among the companies Lisa consulted for are Novartis, AIG, and Dowden Health Media where she provided creative online solutions that evolved from her professional background as an Information Architect as well as experience in marketing, television, and writing.

Prior to working as a Content Strategist/Information Architect, she worked on staff at both Thirteen/WNET and NBC. As an Associate Director/Stage Manager, she was assigned to the MacNeil Lehrer News Hour, Charlie Rose, Caucus N.J., Saturday Night Live, News 4 New York, and Late Night with David Letterman, and was directly involved in both live and pre-taped formats.

Lisa graduated from The New School with a Master of Arts in Media Studies and earned a Bachelor of Arts from New York University.

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