

## Lisa Lehman Trager

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### Information Architect/Online Strategist and Content Analyst 2002- Present

Pictures In Motion  
Hillsdale, NJ

Established Pictures In Motion, Inc. to consult with commercial and non-profit organizations to develop and implement marketing, communication, and media strategies.

#### **Information Architect/Online Strategist**

- Provided clients with strategy, analytic solutions, and market studies in coming up with appropriate online solutions
- Produced customized websites to fit the market and purpose of health care, retail, and non-profit clients with an emphasis on usability and search engine optimization
- Worked with clients to teach them the importance of Web metrics and how to interpret website data
- Interviewed users, stakeholders, and management to gather business requirements
- Utilized Visio to create site maps and workflow process diagrams that modeled business processes
- Designed the information architecture with an emphasis on usability
- Worked with stakeholders in developing and strategizing the most effective content as well as the look and feel of large corporate websites
- Initiated and implemented a new Online Services Department for a publisher of trade magazines, which resulted in projected savings of over \$150,000 in annual web development expenses

#### **Online Content Analyst/Marketing Strategist**

- Produced and developed marketing strategies for websites, newsletters, annual reports and brochures
- Led, coordinated, and managed project teams in developing marketing materials
- Developed proposals in response to RFP's from large health organizations for the development of interactive websites
- Created presentations and white papers to help clients navigate cutting edge technologies and concepts relating to the Internet and users
- Worked with clients to create, revise and develop new content better suited for the web environment

#### **Independent Consultant**

- Analyzed project staffing requirements and managed project teams
- Conducted interviews with corporate clients, which resulted in meeting technical and editorial requirements
- Using high performance interpersonal skills as well as written and oral communication, am able to communicate new concepts to all levels of business personnel so they can understand, play a role, and maximize the potential of their online presence
- Produced projects that required conceptualizing, assembling, and editing written, audio, and visual material including a website with streaming video for NYC Recovers, a community outreach for victims of September 11<sup>th</sup>
- Awarded a \$100,000 grant from the National Endowment for the Humanities for a proposal to produce a documentary on early 20<sup>th</sup> century history of Greenwich Village

#### **Clients include:**

**Dowden Health Media**, Montvale, NJ, Hired as a consultant to develop online strategies for the company and their corporate as well as 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 - Present

**University of Medicine and Dentistry of NJ (UMDNJ)**, Newark, NJ, Consultant hired to develop website and marketing materials for the Department of Anesthesiology. March 2005 – May 2006

**Englewood Hospital & Medical Center**, Englewood, NJ. Marketing Dept., Writer of articles for newsletters, website, and brochures. June 2002-April 2004

**Pascack Valley Hospital**, Westwood, NJ. Cancer Program Annual Report; Producer/Writer. June – Sept 2004

**Rodman Publishing**, Ramsey, NJ. As a consultant, I was hired to help this publisher of trade publications to create 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

**National Executive Service Corps**, National nonprofit organization; Website Producer. March 2002-April 2004

**NYC Recovers**, Community Research Group of the Mailman School of Public Health of Columbia University. Developed and produced a website to reach out to 911 victims and their families. October 2001-November 2003

**Health Language, Inc.**, a Denver based company that needed to promote Cyber+LE™, a "language engine" for healthcare. Online Marketing Consultant/Website Producer. March-April 2002

**Sample sites include:**

- Dowden Health Media – Internet & New Media Dept. - <http://www.dowdenhealth.com/>
- Goshen Health System - <http://www.goshenhealth.com/>
- The Anesthesiology Residency Program at UMDNJ-New Jersey Medical School <http://nims.umdnj.edu/departments/anesthesiology/index.cfm>
- Carolinas Healthcare System - <http://carolinashealthcare.org/splash/>
- Rodman Publishing –11 sites developed, which include :<http://www.contractpharma.com/>

**Computer Skills**

Highly skilled in hand-coding html as well as using Dreamweaver or other web development programs as well as graphics development software such as Adobe Photoshop, Image Ready, Fireworks. Advanced user of Visio, Microsoft Office Suite and Ektron (CMS system). Working knowledge of CSS, Javascript, and XML.

**Information Architect  
2000-2001**

- Logical Design Solutions specializes in deploying Intranet and Internet enterprise portals (B2E, B2B, and B2C) for Global 1000 clients
- Developed strategy, design, and content for Internet/Intranet web sites of Fortune 500 clients (AT&T, International Paper, Schering Plough, Colgate, etc.)
- Specialized in developing text and the visual design of the page to ensure usability

**Logical Design Solutions  
Morristown, NJ**

**Director/Associate Director  
Stage Manager  
1985-2003**

- 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.

**Educational Broadcasting Corp. (WNET)  
NBC Network and Local Television  
ABC Network and Local Television**

**Education**

- **New School for Social Research** New York, NY Master of Arts  
Media Studies Department. Magna cum laude
- **New York University** New York, NY Bachelor of Fine Arts  
Tisch School of the Arts, Drama Department. Honors graduate - Founders Day Award
- **New Jersey Institute of Technology** Newark, NJ Certification  
Website Design, Management, and Development.