

Lisa Lehman Trager

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125 Saddlewood Drive
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Senior Content Strategist & Planner

Results oriented manager and practitioner you can rely upon to execute the research, analysis, and strategy needed to engage the right audience at the right time through a unified multichannel approach.

Core Competencies

- Expertise in the area of healthcare, pharma, and financial services
- Develops comprehensive omnichannel strategies to be used across desktop, mobile, social, CRM, and offline initiatives
- Engages target audience based upon qualitative, quantitative & market research performed to determine what is most relevant and engaging during the customer journey
- Works with stakeholders to develop insights and objectives for brand initiatives
- Creates competitive analysis to help brands identify key differentiators, which can be leveraged in creative and applied in multiple channels to improve engagement
- Uses SEO, social networking, CRM, as inroads to behavioral targeting
- Relaxed presentation skills ensures being able to interview or present solutions to clients or upper management
- Strong background in the interactive space as well as television, and print provides the ability to bring a full spectrum of creative solutions for business initiatives

PROFESSIONAL EXPERIENCE

Trager Strategy – Hillsdale, NJ

Sept. 2015–Present

- ❖ **Y&R, New York, NY.** Consultant hired to help develop the Content Strategy and business requirements for a new redesign in progress for PepperidgeFarm.com. Oct 2016 – Present
- ❖ **SOCii Media Marketing, Colts Neck, NJ.** Consultant hired to help develop research and presentations for upcoming pitches related to digital projects. Oct. 2015 - Present
- ❖ **The Stem, NJ.** Consultant hired to help this digital management consulting firm provide insights and recommendations for deploying a sound content strategy being planned by Merck, Germany for a new brand. Oct 2016 - Present
- ❖ **[A], Austin, TX.** Consultant hired to help develop new branding, digital strategy, and user experience for Money Management International, one of the largest nonprofit debt and financial counseling companies in the US. Work included developing a competitive analysis, leading a 3-day stakeholder workshop and producing a content model, user journeys, and overall site structure and strategy that would meet business needs and drive those with financial struggles to get counseling. Partnered on ground-breaking work to develop a methodology for defining and setting the value of existing content for the largest German publisher. June 2016 – December 2016
- ❖ **The Bloc, New York, NY.** Consultant hired to work on developing HCP and D2C digital strategies for several different projects including a new hemophilia treatment offered by Genentech and a marketplace analysis for Citranatal to evaluate brand positioning. May and June 2016
- ❖ **Possible, New York, NY.** Consultant hired to help lay the groundwork for miscellaneous projects under development including ConEd. Feb-March 2016.
- ❖ **Eisai Pharmaceuticals, Woodcliff Lake, NJ.** Integrated Digital Strategist. Support the Integrated Digital Strategy team as they begin to migrate all of their branded and non-branded sites to SiteCore by developing guidelines and standards that balance business goals with good user experience and best practices. Jan. to May 2016

Publicis N.A. – New York, NY

March 2014–Aug. 2015

SVP, Director Content Strategy

This leadership role included being a subject matter expert on Content Marketing and building a team, which demonstrated the benefits and value of integrating CS into projects across the agency. Although most initiatives were digital in nature, the role included attention to an omnichannel approach to ensure that the best user experience and consistent messaging were addressed both on and offline. Clients included Abbott Nutrition, Merck, Citibank, P&G, and AXA.

- Working closely with the account, planning, and creative teams to ensure that all digital marketing programs and initiatives are strategically and creatively in sync with general marketing efforts and client business requirements
- Partnering and acting as a liaison between Strategy, UX, Creative, Analytics and SEO to ensure content recommendations are fully integrated across practices, platforms and related marketing initiatives.
- Ensuring that all digital marketing programs and initiatives have measurement plans in place and that the results are compiled, analyzed, and utilized in the planning process
- Presenting and selling-through ideas
- Working successfully across multiple brands with very different consumers and professional audiences

- Leading teams in developing the strategy specific to content, structure, nomenclature, and organization of materials, for digital marketing programs and deliverables across all relevant tactical areas
- Hiring both staff and freelancers to fill various roles that fit the definition of the role of being a content strategist

Contract/Freelance

Sept. 2013–March 2014

Work done as a consultant:

- ❖ **Bristol-Myers Squibb.** As part of the Digital Transformation undertaken by Bristol-Myers Squibb, developed a Standards and a Style Guide, to be applied to enterprise-wide templates and guidelines used by brands for their desktop and mobile websites; email campaigns; registration forms; SMS; and internal search engine. for their digital transformation. Objective was to be strategic in the use of uniformity and to eliminate complexity and cut down costs in developing and maintaining digital properties, which included sites for patients, HCPs, Payers and 3rd party websites. Sept- Feb. 2013.

DraftFCB - New York, NY

June 2012–Sept. 2013

Led Content Strategy efforts on both the healthcare and consumer side of the house.

- Census.gov. Provided leadership and guidance to help the US Census Bureau with the process of creating the approach, vision, and tactics of leading hundreds of workers to implement the Digital Transformation required by government legislation. Role included creating a content model, editorial plan, governance and workflow, which would integrate with existing processes as well as compliment their new CMS and the redesign of their website.
- Healthcare Clients. Collaborated with Planners and Digital Strategists in D2C and HCP branded and nonbranded sites for Abbvie, Estring, Gilenya, Cymbalta, which included designing and moderating user interviews, conducting audits, and creating unique differentiators in the marketplace by developing insights from qualitative and quantitative analysis.

Contract/Freelance

2009–2012

Work done as a consultant:

- ❖ **Prudential Financial, Newark, NJ.** Led UX and Strategy for a new branded consumer site for **Individual Life Insurance** as well as redesign of PruXpress, the portal used by financial professionals. The strategy and execution of PruXpress 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 the strategy and UX efforts on the redesign of a B2B site for **Wealth Management Solutions**. Appointed to work with management on company guidelines for **social media**. October 2010 to May 2012
- ❖ **Boomerang Pharmaceutical Communications**, Montville, NJ. Led strategic efforts behind the redesign of the Changing Diabetes Barometer website, which was 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. **Senior Information Architect.** Developed UX and strategic 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 UX requirements to encourage member participation and growth of **corporate online communities**. Oct-Dec. 2009

PUBLICIS MODEM - New York, NY

2007–2009

Lead Content Strategist

Developed the digital strategy for the 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 at the time generated over \$2-billion annual revenue. Scope of other 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 site audits and performed 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 SEO practices to ensure that sites are optimized for search engines to drive organic traffic to the site.

CONTRACT/FREELANCE

2002-2007

Work done as a consultant:

- ❖ **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. Improved 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.
- ❖ **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.
- ❖ **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

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

GUEST SPEAKER ON CONTENT STRATEGY

- **NJ Content Strategy Meetup – How to do a Competitive Analysis Dec 2016**
- **Intelligent Content Life Science and Healthcare Conference. San Francisco, Ca. May 2014.**
Stop the Insanity! Planning for a Unified Omnichannel Strategy.
- **Content Strategy Workshops, Portland, Oregon. October 2012.** Leading a workshop on *Gaining Insights Into Your Targeted Audience Through Competitive Analysis, Analytics, and Keyword Research*
- **STC-NY.**
 - **December 2011** (*Understanding Content Strategy*)
 - **August 2012.** (*Gaining Insights Into Your Targeted Audience*)
- **IXDA-Northern NJ Chapter**

- **NJIT**

COMPUTER SKILLS

- **Programs:** MS Office Suite (Word, PowerPoint, Excel, Access), Teamsite, Visio, OmniGraffle, Adobe CS3
- **Content Management Systems:** Ektron (CMS system), BEA Web Logic, Interwoven, Vignette, Drupal, Sitecore
- **Community Management Software:** Microsoft SharePoint, NewsGator,
- **Languages:** HTML, CSS, XML Platforms: Windows, Mac, Linux

GROUPS & ORGANIZATIONS

- **New Jersey Content Strategy Meetup**, 2016
- **NAPW**, since 2014
- **Content Strategy Alliance**; Contributor, since 2014.
- **New York Content Strategy Meetup**, Founding member 2009
- **IxDA** Northern NJ Chapter, since 2007