



LISA WAGNER

Digital Strategy Consultant

Seasoned online expert specializing in strategic planning and business-driven user advocacy.

QUALIFICATIONS

Two decades' experience building, managing, and remaking corporate websites and digital platforms.

Seasoned intermediary between creative, technical, and business disciplines.

Highly accomplished in planning, designing, building, and evolving scalable digital systems.

SKILLS

Website management, user experience strategy and design, information architecture, digital marketing, brand identity, strategic planning, web platform customization, web usability, Agile project management

TECHNOLOGIES

WordPress, Drupal, Hubspot, Adobe Experience Manager, Adobe Creative Cloud, Microsoft Office, HTML/CSS, Google Analytics, Adobe Analytics, JIRA

CERTIFICATIONS AND AWARDS

Intel Marketing Innovation Award 2012 Grand Prix

Best in Class Science/Technology 2012
Interactive Media Awards

Best Computer: Hardware Website 2011
Internet Advertising Competition

PSM-I Certified Scrum Master

EXPERIENCE

JULY 2015 TO PRESENT

Independent Consultant, Xinnia LLC
Providing expert guidance and services in website strategy, digital marketing, user experience, information architecture and business planning, for clients from startup to enterprise.

MAY 2014 TO JULY 2015

Website Manager, Puppet Labs
Managed corporate website marketing and development team. Drove extensive overhauls of digital brand, structure, content, requirements management, analytics and publishing platform.

NOVEMBER 2010 TO MAY 2014

User Experience Strategist, Intel Corporation
Oversaw intel.com global structure and design. Collaboratively drove leading-edge design enhancements, anchored by business goals and customer needs.

SEPTEMBER 2000 TO NOVEMBER 2010

Web Marketing Specialist, Intel Corporation
Delivered online execution of international campaigns, comprehensive redesigns, digital brand implementations, user research, and over one-hundred product launches.

APRIL 1998 TO SEPTEMBER 2000

Freelance & Contract Web Designer/Developer
As an early practitioner of online communications and marketing techniques, implemented and oversaw marketing websites for small-business to enterprise.

INQUIRIES

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