

Lisa Ray Girard, MA
digital communications specialist
idea generator

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SUMMARY OF QUALIFICATIONS

- digital innovator - research, implementation & idea generation
- 17 years experience in web development & management (10 years with multiple CMSs)
- 11 years experience online marketing campaign management including Google Analytics, social media, email marketing, display marketing and SEO/SEM
- 23 years experience in TV/Radio/Online Video production & advertising
- 5 years experience in retail customer service and management
- curious, creative, technical, detailed, personable, organized, flexible & tenacious

TECHNICAL SKILLS

- Content Management Systems - Drupal, Joomla!, WordPress, SquareSpace, Kohana, BigCommerce, Volusion
- Adobe Creative Suite
- Video Editing - Avid products + various digital video editing platforms
- HTML, CSS, FTP, PHP, MySQL applications, Atom, Cornerstone SVN
- Google Analytics, AdWords and Webmaster Tools
- Email management applications - GovDelivery, WordFly, MailChimp, Constant Contact, Acyba
- Form generation and analytics - Wufoo, Formstack
- Project management - Basecamp, Asana, Slack
- SproutSocial social media engagement deck, Meltwater engagement deck
- Microsoft Office Suite / Google Business Suite
- Tessitura Networks CRM - arts patron database management, including e-commerce and user account management

PROFESSIONAL EXPERIENCE

Regional Transportation District (RTD)

Digital Communications Specialist

Denver, CO

October 2015 - present

- digital communications strategy development, implementation and collaboration
- web content management - accuracy, timeliness, asset creation/management, user experience
- email marketing campaign management - 90K+ list, list segmentation, design, stats/analytics, engagement
- social media strategy development and implementation - content, calendar, campaign and contest strategy and implementation, analytics, reputation management, team collaboration
- display advertising campaign management - content, asset management, optimization, stats, budget, invoicing (Google AdWords + Facebook/Instagram ads)
- crisis communication management for both web and social media
- online/digital application trend research and implementation
- video marketing (including social management with Facebook Live, YouTube, and Twitter/Periscope)
- digital analytics (Google Analytics, Google AdWords, plus third-party analytics evaluation)
- mobile application development/implementation (web, social media, and third-party tools)
- inter-departmental/vendor communication and collaboration

Arvada Center for the Arts and Humanities

Online Marketing Coordinator - "If it's digital, I touch it"

Arvada, CO

Aug 2011 - October 2015

- content management of arvadacenter.org, support.arvadacenter.org, arvadacenter.org/blog, and boxoffice.arvadacenter.org
- manage / train website content managers, including creation and management of all training documents and manuals
- compose, distribute and manage email campaigns up to 45K recipients using database list segmentation
- manage social media platforms - Facebook, Twitter, Instagram, Tumblr, and YouTube
- image management using Photoshop and Illustrator - website, outdoor digital marquis sign, indoor digital signage, email campaigns, and other digital delivery channels
- manage online metrics including Google Analytics, bitly stats, and email open/click-thru/delivery stats
- manage online display/search marketing campaigns (MogoArts, DenverPost.com, Google AdWords, Facebook ads)
- research/implement use of new technology for any Arvada Center (AC) offering (networked HDTV digital signage, augmented reality, QR codes, iPad kiosks, FormStack online forms, text-to-donate, responsive design)
- manage and schedule all digital signage for outdoor digital marquee and indoor LFDs (networked HDTVs)
- assist with various marketing projects and idea generation
- foster relationship building between AC divisions (Development, Education, Performing Arts, Galleries, Executive Staff)

Digital Destiny, LLC

Owner, Independent Web Products Developer

Arvada, CO - 1999 to present

- website development, SEO/SEM, content management, competitive analysis, analytics, social network marketing, email marketing, e-commerce for retail sales, monthly dues, subscriptions and donations, and training and consultation

ADDITIONAL EXPERIENCE

Client Services Producer

KUSA-TV, Sales/Business Development, Denver, CO - 2006 to 2010

- producer, “Colorado and Company” - daily live sales/info-tainment program
- wrote and produced commercials for local advertising clients
- online advertising management - online ad inventory trafficking, stats reporting, banner ad creation
- managed and created content for several topic-specific sub-sites of www.9news.com

Public Relations Coordinator/Board Member, volunteer position

Mile High Community Band, non-profit concert band, Denver, CO - 2008 to 2010

- organized and produced the inaugural Colorado Community Band Festival, July 10, 2010 (an all day festival with food, vendors and 8 Colorado community bands), maintained band’s website, developed internship program with Denver colleges and universities, continual public outreach, participated in monthly board meetings

Certified Operations Training Manager

Gart Sports/The Sports Authority, Lakewood, CO - 2002 to 2006

- training and continual policy education for 10 regional Operations Managers
- coordinated and executed operational duties at \$8M retail store with 50+ employees, including managing operational budgets, store cash funds, and customer service issues

EDUCATION

- Master of Arts, Digital Media Studies, University of Denver, Denver, CO, 2005
- Bachelor of Arts, Telecommunications, Latin minor, Texas Tech University, Lubbock, Texas, 1996

ACTIVITIES

- Avid snow skier
- Mountain biker
- Rugged Maniac

REFERENCES

available upon request