

Lisa M. Collard

• CollardLisaM@gmail.com • www.linkedin.com/in/lisacollard •

Project Manager and Content Specialist with 20+ years of experience building teams and creating processes that are collaborative and agile. Adept at translating complex ideas into understandable concepts. Strong leadership skills, including collaboration, relationship-building, and bridging gaps between teams. Comfortable working cross-functionally and across time zones. Proficiency in content management systems (CMS) and data management. Strong creative vision and storytelling ability. Thought leadership in AI content production. Dragon tamer and a client champion. Flexible thinker who thrives in the unknown, and seeks out opportunities to dive into unfamiliar challenges, roll up my sleeves, learn new skills

Experience

2018 – PRESENT

Project / Program Manager & Content Specialist | Lionbridge | Remote

2020-2024 – Program manager for the Travel and Hospitality department (which I've built from the ground up) including our brand-new AI-assisted content initiatives with our in-house LLM. Manage a team of 30+ content writers and editors for a bespoke team of hand-picked travel and hospitality experts. Our team consistently achieves 99-100% client quality scores (!).

2018 – 2020 Microsoft M365 Accessibility product content development team leader. Drive program strategy and lead multidisciplinary design and content teams collaborating with product, technology, and operations.

- Content strategy: Collaborate with other content and product designers to contribute to the content strategy community of practice, best practices, and guidelines.
- Content analytics: Track and analyze key content metrics and KPIs, including traffic, engagement, and conversion rates. Create regular reports to help the team measure performance and refine content strategy.
- Workflow coordination: Assist in managing the content production workflow, ensuring timely reviews, and working with cross-functional teams to meet deadlines.
- CMS management: Act as the point person for CMS management and improving operational processes to optimize content delivery.
- AI Thought Leader: GenAI prompt engineer and content production wizard.
- Content optimization: Work with the SEO and content strategy teams to ensure content is optimized for search engines (SEO) and follow best practices for readability and performance.
- Stakeholder collaboration: Drives collaborative efforts with relevant cross-functional stakeholders
- UX writer: Collaborating with multidisciplinary design teams including technology, product, and business teams.
- Money Maven: Budgeting and RFP development
- Instructional design: Develop and implement training and strategies to educate employees, clients, and managers.
- Cross-channel experiences: Manage and produce content across multiple verticals, including travel and hospitality, software tech and development, automotive, telecommunications, banking, medical, and more.
- Business reviews: Create and present regular business reviews and presentations for C-suite and senior management.
- SME Collaboration: Facilitate collaboration with subject matter experts (SMEs) to identify learning objectives and ensure content aligns with client expectations.
- Partnership development: Internal team member coordination. Freelancer sourcing, contracting, and managing a talent roster suitable for diverse verticals.

2012 – 2018

Project Manager & Social Media Coordinator | Public News Service | Boulder, CO/Remote

- Developed strategies for multiple social media outlets for all 40 bureaus/websites.
- Project managed the complete overhaul of the 45 company websites.
- Developed best-use web guidelines, including alternative text and accessibility requirements.
- Planned and created an image and graphics content management database from scratch.
- Moved PNS to an analytics-based, data-driven approach to content creation.
- Monitored effective data benchmarks for measuring the impact of programs and analyzed, reviewed, and reported on the effectiveness of campaigns.
- Led hiring and served as liaison for broadcast content creators and staff. 2007 – 2011

2007-2011 | Mountain View High School | Photography and Journalism Instructor | Meridian, Idaho

2004-2007 | Photojournalist | Idaho Statesman | Boise, Idaho

2003-2004 | AmeriCorps Volunteer | Youth in Media Coordinator | Boise, Idaho

2001-2003 | Photojournalist | The Times News | Twin Falls, Idaho

* For more information on these roles please see my LinkedIn profile • www.linkedin.com/in/lisacollard •

Skills & Expertise

Software: Microsoft Office/M365 • Google Suite • Teams / Slack / Monday • Articulate 360 • JIRA / Confluence • XTM • Kentico / Umbraco / Wordpress • Gemini • Figma • SAP • Salsify • PowerBI • Adobe Photoshop • Fast and eager learner of all new tech

Education & Certification

PMP Certification | Project Management Institute | *Expected Nov. 2024*

Master of Arts in Mass Communication | University of North Carolina | Chapel Hill, NC

Bachelor of Arts in English Literature | Florida State University | Tallahassee, FL

E-Learning Instructional Design and Development Certification | Oregon State University | 2022

Activities

Reading • Foster Volunteer SPCA • Curling (yup, with the rocks and brooms) • Gardening • Kayaking •