

Katrina N. Lee

SUMMARY

Broad range of experience in advocating, researching, planning and implementing metrics- and usability-driven web sites and communications projects.

- Highly skilled at finding innovative, practical solutions to meet business goals, user needs and technical requirements.
- Ability to organize, develop and lead comprehensive web projects with a focus on measurable, actionable improvements.
- Excellent communications skills with the ability to persuade, motivate and collaborate with cross-functional teams.
- Web Skills: Web 2.0 and Social Media; Information Architecture and Usability; Web Governance and Standards; Content Management; Findability; and User Experience
- Technical Skills: Adobe Dreamweaver and Photoshop; xHTML/CSS/Javascript; Microsoft Office and Visio; EMC Documentum, MOSS 2007 and WordPress; Search Optimization; Omniture SiteCatalyst and Google Analytics

EXPERIENCE

Nortel

RTP, NC 3/08 –PRESENT

INTRANET STRATEGIST

Role Description

Improve user experience, content management, business processes, and use of the intranet as the key corporate communications platform.

Accomplishments & Responsibilities

- Spear-headed project to evolve the functional corporate intranet into a task-based information and communication tool for employees. Project was implemented using WordPress as a portal to a Documentum CMS and resulted in a cost savings of \$300k/yr, increased productivity and improved user experience.
- Created a technical and experience roadmap for intranet evolution based on requirements and needs of employees, key stakeholders, communications and IT.
- Developed processes and technical solutions to meet confidential communication needs in a fluid and rapidly changing business environment.
- Worked closely with internal stakeholders to identify, recommend and execute measurable improvements to user experience and employee engagement.
- Analyzed existing governance model and led team project to develop end-to-end process and metrics for the creation and governance of new intranet sites.
- Co-wrote and created a comprehensive web governance site spanning internal and external processes, policies, and standards.
- Increased employee ownership of web content by 64% in six months through projects such as a revitalized training curriculum (designed and created web and video training collateral) and focused initiatives to empower employees to utilize the intranet as a primary communications platform.
- Improved visual consistency and publishing efficiency through the creation of reusable, standards-based templates.
- Researched and recommended analytics based solutions to increase traffic, findability and effectiveness of internal web communications.
- Led team analytics project, using Omniture SiteCatalyst and EMC Documentum, to identify and reduce stale content on the intranet by 15% overall.

WEB PRODUCER

05/07-03/08

Role Description

Managed full life-cycle production of key internal websites and redesigns; including documenting business and user requirements, information architecture, search optimization and site design, development and implementation.

- Ensured accuracy, consistency and relevance of information available on corporate intranet. Edited web content for usability, accessibility and findability.
- Optimized internal search through implementation of metadata requirements and monthly monitoring of keyword, best bets and search results.
- Promoted the use of social media as a corporate communications tool and managed internal blog dedicated to intranet management, usability and writing for the web.
- Reduced corporate overhead through migration of intranet sites from stand alone servers into corporate intranet.
- Mentored and trained over 100 internal clients on communication strategies, use of publishing tools, writing for the web and web standards (including accessibility, 508 compliance, browser compatibility, and W3C standards).
- Actively contribute to requirements process for social networking platform and intranet strategy.

Express Personnel

RALEIGH, NC 3/05 – 5/07

ADMINISTRATIVE ASSISTANT

Prepared monthly and quarterly reports. Assisted in presentation and development of training programs. Edited and keyed grant proposals. Received, prioritized and entered clinical survey responses for psychotropic prescriptions. Analyzed efficiency potential of web database application.

Watson Electrical Construction Co.

RALEIGH, NC 8/00 – 3/05

SERVICE COORDINATOR

Managed five service technicians and 85-120 customer requests weekly on standard and emergency requests.

ADMINISTRATIVE ASSISTANT

Provided administrative assistance to Executives and Project Managers. Managed all HR and payroll functions as well as AR for service accounts. Designed and created operational and accounting databases in MS Access. Designed accounting, administrative and promotional documents.

EDUCATION

BA in Philosophy

5/07 RALEIGH, NC

NC State University

Minor: English with a concentration in Technical Communications

Associate of Arts

5/03 RALEIGH, NC

Wake Technical Community College

AWARDS & ORGANIZATIONS

Nortel - Awards of Excellence in Leadership, Customer Service, Innovation, Quality, and Business Impact

Nortel - Communications Committee Co-chair of the Women's Business Council

Nortel - Ontology Governance Board

Triangle Area Usability Professionals Association (TriUPA) - VP Social Programs