

Katrina N. Lee

SUMMARY

Broad range of experience advocating, designing, and managing metrics- and usability- driven web sites and marketing projects.

- Highly skilled at creating innovative, practical solutions to meet business goals, user needs and technical requirements.
- Proven 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.
- Technical Skills: Adobe Dreamweaver and Photoshop; xHTML/CSS/Javascript; Microsoft Office and Project; Social Media; Findability; EMC Documentum, MOSS 2007, Sitecore and WordPress
- Information Architecture: Wireframing, Taxonomy creation; Web Governance and Standards; Content Management and Strategy; Editing; Usability; User Experience; Axure and Visio
- Analytics: Omniture SiteCatalyst, Web Trends, Google Analytics and Sitecore OMS; Organic Search Optimization; Social Media tracking

EXPERIENCE

WEB PRODUCER

Ipas

Chapel Hill, NC 12/09 -PRESENT

Manage online projects, recommend and implement strategies to increase site usability and implement Web Metrics/Analytics program.

Accomplishments & Responsibilities

- Work with online team to create and implement online marketing strategy.
- Manage full lifecycle of web projects to ensure a consistent presence across all platforms, including: internet and intranet sites; content management system development, social media; and email marketing.
- Gather and document business requirements, with focus on document and taxonomy management, for selection of a new content management system.
- Develop information architecture (including wireframes and taxonomies) for www.ipas.org to allow for more flexible information presentation.
- Design and implement comprehensive dashboards for all online platforms; capture, analyze and report on relevant trends, including both traffic and metadata, as drivers for business decisions.
- Create and improve business processes for site management, new site requests and email marketing campaigns.
- Research emerging technologies to determine suitability for meeting business goals.

INTRANET STRATEGIST

Nortel

RTP, NC 04/08 - 11/09

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

Accomplishments & Responsibilities

- Led project to evolve the functional corporate intranet into a task-based information and communication tool for employees. Project used WordPress as a portal to a Documentum CMS and saved \$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 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.
- 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

Nortel

05/07 -03/08

Managed full lifecycle production of key internal websites and redesigns, including: business and user requirement documentation, information architecture, search optimization and site design, development and implementation.

- Ensured accuracy, consistency and relevance of information on corporate intranet. Edited web content for usability, accessibility and findability.
- Optimized internal search through improved use of metadata and monthly monitoring of keyword, best bets and search results.
- Mentored and trained over 100 internal clients on communication strategies, publishing tools, writing for the web, and web standards (including accessibility, 508 compliance, browser compatibility, and W3C standards).

EDUCATION

Sitecore CMS

Online Marketing Suite
Security Administration

09/11 Chicago, IL
07/11 Washington, DC

Google Seminars for Success

Google Analytics 101 and 201

09/10 Salt Lake City, UT

BA in Philosophy

NC State University
Minor: English with a concentration in Technical Communications

5/07 RALEIGH, NC

Associate of Arts

Wake Technical Community College

5/03 RALEIGH, NC

AWARDS & SERVICE

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, Director Community Programs