

# Lisa Smith

## Lisa Smith Writes

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Strategic Content Development  
Marketing + Advertising + Corporate Communications

Independent Content Director  
Pharmaceuticals + Healthcare + Finance

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New York, NY 10024

### Pfizer (The Mixx, 2010)

- Primary Care Business Unit
  - Write corporate messaging for internal communications, including global Town Hall
- Diversified Business Unit
  - Naming for intranet site
- Develop creative concepting, write RFP responses, and pitch ideas for the Medicines Development Group and Capsugel

### Johnson & Johnson (The Mixx, 2010)

- Ethicon
  - Write brand book for internal global distribution

### Guy Carpenter (The Mixx, 2010)

- Develop Vision, Mission, Values, and Client Value Proposition
- Develop four distinct brand platforms for global internal and external audiences
- Write corporate messaging for the marketing of a financial modeling system

### DF King Worldwide (2009)

- Write content for web site <http://www.king-worldwide.com/en/>

### Web and mobile device content development for small businesses in the US (2009-2010)

- Healthcare, manufacturing, video production, design, real estate, in English and Spanish

### Saatchi & Saatchi Healthcare, Cline Davis & Mann, Medicus Life Brands, LyonHeart (2002-2010)

- Medical editor for global pharmaceutical advertising and medical education agencies
- Work in literally every treatment area
- Specialties include cardiovascular, cancer, and diabetes

### Pfizer (Hospicom, 2008)

- Lead editor for decks on new indications for Lipitor presented at medical conferences around the world

**Business Valuation Resources (2007)**

- Create new products with existing content targeted at current audience (CPAs) and new audiences (private equity and venture capitalists)

**Pfizer (2006)**

- IT Vendor Management Group
  - Develop content for the vendor intranet site
  - Develop vendor marketing plan

**American Express (2003-2006)**

- Project manager for major worldwide GLBA and Sarbanes-Oxley compliance initiatives
- Write global communications for the Chief Information Security Officer
- Develop content for training programs reaching more than 150K employees and contractors worldwide
- Supervise a group of up to 12 onsite and offshore developers and other personnel
- Write technical documents for FDIC and OTS exams
- Collaborate with Legal to create an Information Security Program document

**CareerBuilder.com (2001-2002)**

- Write workplace articles that are also featured in *The Chicago Tribune*, *The Miami Herald*, *New York Newsday*, and on associated web sites including LATimes.com and MSN.com

MA, New York University, 1996

BA, Mount Holyoke College, 1992

PhD student in music, Conservatoire Supérieur National de Toulouse, France, 1998

Fluent in Spanish and French.

Basic Italian and German.

