

LISA JASPERS

Digital Content & Marketing Manager

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EDUCATION

Master of Engineering & Technology Management

Washington State University
2010

Bachelor of Science Industrial Engineering

Western Washington University
2006

SKILLS & EXPERTISE

Content Marketing & Management

SEO | Trend Analysis

Data Driven Market Research

User Generated Video Content for
Web & Social Media

Google Analytics & Data Analysis

Wordpress | Shopify

Graphic Design | UX

Photography | Editing | Stop Motion

Adobe, Canva, Figma

Copywriting

Project Management, Teamwork &
Leadership

Microsoft Office Programs (Excel,
Word, Powerpoint)

ChatGPT | Gemini | Midjourney
& AI Software

HTML Editing

ABOUT ME

Former engineer and project leader who transitioned to website design, website development, marketing & graphic design. Launched three successful, monetized websites leveraging SEO, social media, email marketing & content marketing to draw over a million pageviews every year.

FOCUS AREAS

US Financial markets, real estate, home design, arts & crafts, baking and skating.

WORK EXPERIENCE

May 2017 - Present

A Country Girl's Life Media

Owner | Head of Content & Strategy

-Developed, managed & monetized several successful content marketing websites with over 1 million pageviews per year utilizing SEO, content silos, A/B testing, data analysis & email marketing to drive traffic in a dynamic, constantly changing environment.

-Created & photographed 300+ pieces of content, designed 300+ lead magnet printables & led a team of copywriters.

-Leveraged social media platforms (such as Pinterest, Facebook, TikTok & Instagram) to drive traffic with photos and short form video content.

-Utilized Google analytics & other data/marketing analysis methods for trend identification, content planning/management and competitor research.

-Successful B2C Shopify storefront with over 200 designed products. Utilized SEO email marketing, lead magnets, funnels & trip wires to drive sales.

Feb 2008 - May 2015

Boeing Commercial Airplanes | Everett, WA

Project Engineer

-Lead engineer over airplane level project group (all twin aisle programs).

-Manage emergent, critical, high level projects by bringing together all stakeholders. Create a and execute a plan that meets schedule, Boeing engineering, FAA & safety regulations.

Engineering Procurement Finance Analyst

-Engineering expert in cost/time estimations supporting supplier design and manufacturing contract negotiations with 787 Spirit Aerospace components.

May 2006 - Feb 2008

Sikorsky Aircraft United Technologies | Corpus Christi, TX

Depot Level Maintenance Support Engineer

-Provide engineering support for depot level maintenance of UH-60 Blackhawk helicopters at the Corpus Christi Army Depot.

Aug 2001 - Aug 2002

United Space Alliance | NASA JSC Houston

-College level internship in the International Space Station (ISS) Payloads Group. Duties included logistical planning, stowage and manifesting of experiments destined for the ISS via Space Shuttle program flights