



LISA PHILLIPS

DIGITAL DIRECTION

I'm a digital Specialised Generalist - with a focus on web optimisation. My entire working life has evolved in the digital space. I'm captivated by technology — its impact and ability to improve our lives and experiences. And I'm passionate about using digital to convey stories and ideas.

I'm a continuous learner with an inquisitive nature. Firstly learning to code, then design. I worked through the multitude of evolving digital marketing techniques, and undertook various management and strategic roles.

21

Years in digital

12

Awards won

4

Years remote working

EDUCATION

Post Graduate Diploma of Computer Graphic Design

Time-based Media

With distinction

Whanganui School of Design

2000

Bachelor of Liberal Studies

Computer Science, Graphics & Multimedia

University of Waikato

1997 - 2000

WHAT I DO

- Digital direction, marketing, strategy and implementation
- User Experience (UX) - championing the users
- Customer Experience (CX) - understanding the entire customer journey
- Website product management, stakeholder engagement, prioritisation
- Data-driven, iterative website improvements, measurement and optimisation.

HOW I DO IT

- Problem solving
- Journey mapping
- Content Managed Systems (CMS) refinement
- Content loading
- Copywriting
- Continuous website improvement/optimisation
- Multivariate and A/B testing
- Web analytics
- SEO, SEM & online advertising
- Email (EDM) design & templating
- Email platform refinement.

CONTACT

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I've worked in London, Sydney, Auckland, Wellington, Tauranga, and currently, the Waikato. For the last four years, I've worked remotely. I've outlined the last 15 years of my career history. See my [LinkedIn profile](#) for further details.

CAREER SINCE 2006

Senior Advisor, UX

Suncorp | Jan 2020 to present

- Digital Stream Lead - championing the user experience in the development and delivery of a national insurance app.
- Direction and improvement of core company websites.

Digital Specialist

Pixelo | Apr 2019 to present

- Providing specialised 1:1 direction and inspiration in achieving business goals through digital marketing.
- Digital Marketing: mentoring, training, coaching, strategy, tactics, delivery.

Digital Marketing Lead

PwC Global | Aug 2018 - Oct 2019

- Global role - Digital Marketing Lead within the Global Impact Centres.
- Liaising with in-territory Marketing teams to support regional campaigns.

Senior Digital Manager

PwC New Zealand | Aug 2014 - Jul 2018

- Developing and executing digital marketing and technical solutions, strategy and national campaigns.
- Led national website migration, selection and adoption of new EDM platform, managed and created multiple websites, Google analytics measurement and reporting.

Digital Director

The Bakery | Oct 2013 - Aug 2014

- Responsible for every digital project that came through the studio.
- Client consultation, scoping, gathering/workshopping requirements, business analysis, building and launching sites as well as post-launch analytics and running Adword accounts.

Digital Solutions Manager

ADMA | Feb 2011 - Feb 2013

The Association of Data-Driven Marketing and Advertising (ADMA) is Australia's largest Marketing Association.

- Digital Advisor for all areas of the business.
- Recommending and delivering digital solutions, migrating platforms.
- Content management and social media management.

Digital Consultant

Reactive | Feb 2010 to Feb 2011

- Studio Manager; Account & Project Manager/Producer; Digital Campaign Manager. An exceptional opportunity to help launch a new office in New Zealand.

Digital Producer

Phosphor Essence | Aug 2009 - Feb 2010

- Studio management, project management, content management.

Digital Producer

TBWA Digital | Mar 2009 - Feb 2010

Now called Digital Arts Network. Previous company Shift was acquired by TBWA.

- Consulted and produced digital components for national advertising campaigns.
- Website measurement and optimisation.

Studio Manager, Project Manager, Producer

Shift | Oct 2006 - March 2009

- Studio Manager responsible for up to 50 staff.
- Service Level Agreement Manager for newzealand.com.
- Digital Producer/Project Manager involved in all aspects of web design and integration.