

Since 1990, Lissa Crosby has created innovative UX-based content for gaming communities, start-ups, and Fortune 100 companies by focusing on connecting technical and emotional dots to create an enriching customer experience.

CORE COMPETENCIES

- **Cinematographer** who envisions and brings to life commercials, documentaries, and educational content
- **On-brand UX Writer** who creates enriching and educational content streams to support the desired customer journey
- **Project and Campaign Manager** and Agile SME for content ideation, creation, and delivery
- **Cross-functional collaborator** who develops content solutions for accessible, SEO-optimized user experiences
- **Workflow Specialist** that develops tools, processes, policies, and procedures to navigate complex business situations

EXPERIENCE

Founder – Molten Moon Studio Inc. – June 2021 – Present

Write, direct, and produce commercials, short films, and documentaries for local businesses and talented actors.

- Visit <http://moltenmoon.studio> for demo reels and project gallery

Assistant Vice President, Senior Content Strategist – U.S. Bank – March 2022 – Present

Develop content strategy and pilot collaboration with newly-formed behavioural science team to drive an engaging, accessible user experience for Automated Investor – the easy-to-use, personalized investing tool by U.S. Bank.

- **Content and Product Strategy:** Liaise with product owner, experience architect, visual designer, and the scrum team maintain Automated Investor deliver customized user-centric experiences
- **Writer:** Create educational, non-promissory content to inspire customers while adhering to SEC regulations
- **Peer Review:** Lead and participate in peer review sessions with other content strategists as part of the enterprise-level Community of Practice. Develop and share best practices for persona-based content creation.

UX Manager, Content Strategy, Assistant Vice President – LPL Financial – August 2020 – April 2022

Responsible for building a UX team from scratch including hiring and onboarding talent, plus the development of tools, processes, and content to support the sales team's cross-channel and educational campaigns

- **Content and Product Strategy:** Developed and delivered engaging cross-product user experiences
- **Writer:** Develop written content across all mediums (web, email, video scripts) using brand voice and tone
- **Campaign Management:** Manage backlog, schedule, and deliverables for content development

Content Strategist and Campaign Manager – Wells Fargo (contract) – May 2018 – May 2020

Executed in depth competitive analysis to deliver engaging, customer-focused content rooted in UX principles to increase acquisition, conversions, and stickiness. Apply consistent brand, accessibility, and SEO across all digital content.

Content Strategist – Dell EMC – August 2016 – February 2017 (contract)

Optimized user experience and updated web content. Refreshed Tier1-3 taxonomy, facets, and keywords.

Director of Communications and Content – Boston Children's Hospital – February 2016 – August 2016 (contract)

Developed instructional materials, email templates, and communications strategy to deliver internal HR initiatives.

Director of Acquisitions, Content Strategist – Fidelity Investments – July 2014 – September 2015 (contract)

Increased acquisitions by improving speed-to-market processes and roadmap for email and web campaigns.

Content Strategist and Producer – Bank of America – January 2013 – July 2014 (contract)

Updated CMS content, edited HTML, and streamlined processes to speed up time-to-market.

Digital Strategist, Marketing Communications Manager – Clean Harbors – October 2010 – October 2012

Developed and implemented web, email, AdWords, social campaigns, product brochures, and how-to documentation.

Education:

Reinhardt University (candidate 2025) – *Master of Fine Arts, Creative Writing*
Dual concentration in Fiction and Screenwriting

Full Sail University – *Bachelor of Science, Digital Cinematography*
National Society of Collegiate Scholars, GPA 3.78

Content Marketing Tools:

CMS: Documentum, Teamsite, Tridion, Shopify, SharePoint, Wordpress, HighSpot

Collaboration / Management: Box, Confluence, JIRA, Jive, Slack, Smartsheet, Teams, Yammer

Social Media / Email / Analytics: MailChimp, Constant Contact, Google AdWords, HootSuite

Productivity: Microsoft Office, Google Docs

Design: Figma, Adobe XD

Content Creation tools:

Adobe Creative Suite: Premiere Pro, Rush, Animate, Illustrator, Photoshop, Audition

Final Draft

Movie Magic: MM Budgeting, MM Scheduling

Certifications:

Hubspot – Inbound Marketing

Google AdWords

Google Tag Manager

Google Analytics