



Lisa Serpa
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WORK EXPERIENCE/SKILLS:

Small Business Consultant

LisaSerpa.com, 2005- Present

Lynnfield, MA

- Business Planning – Web - Marketing

Corporate Web Product Manager & Business Analyst

Teradyne, Inc., 2006 - 2009

North Reading, MA

- Provided technical expertise, strategic consulting, business value & development for the web and other electronic media for various business units globally
- Designed, developed, implemented, and supported current and new application software for Intranet, Internet, and Extranets to extend Teradyne's global online initiatives using agile project management and data analysis.

Corporate TQM Manager/Administrator

Teradyne, Inc., 1995- 2006

North Reading, MA

- Manage and develop marketing campaigns and web technologies for TQM Office
- Assist corporate communications department with the daily management and development of www.corp.teradyne.com
- Design and develop online training modules and training manuals
- Develop marketing campaigns to use in the promotion of TQM via annual event and other media
- Facilitate corporate councils to ensure crisp communication of the promotion of TQM and training
- Developed and deployed marketing and training campaign for Genrad employees worldwide resulting in an 85% hit rate
- Assisted engineers in their daily activities by writing a global database that used data structures to easily locate and report relationships between division groups and activities.

Executive Administrator to President

Grob & Co., 1993-1995

Cambridge, MA

- Coordinated the daily activity of all office functions, including handling of Human Resources duties and correspondence
- Prepared presentations using PowerPoint and spread sheets with Excel
- Produced daily, weekly, and monthly financial reports
- Handled a variety of financial responsibilities including payroll, producing closing month statements, and negotiating with vendors
- Configured new users to Macintosh network

Executive Administrator

Mass, Gas & Electric Company, 1990-1993

Boston, MA

- Provided high level administrative support to five executives and human resources department
- Responsibilities included: preparing month end financials, interviewing, managing large scale sales events, and production of the company newsletter

