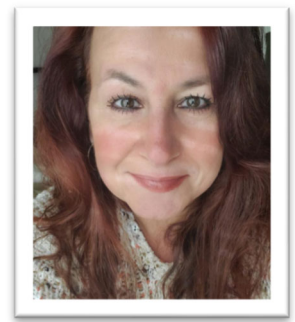


**Lisa Serpa** (617) 834-0009 [lisaserpa@gmail.com](mailto:lisaserpa@gmail.com)



**WORK EXPERIENCE/SKILLS:**

**Business, Marketing & Technology Consultant**

LisaSerpa.com, 2009- Present

*Remote*

- Provide business, marketing, and technology support to small businesses
- Web development

**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 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*

Managed and developed marketing campaigns and web technologies for TQM Office

- Assisted corporate communications department with the daily management and development of [www.corp.teradyne.com](http://www.corp.teradyne.com)
- Designed and developed online training modules and training manuals
- Developed marketing campaigns to use in the promotion of TQM via annual event and other media
- Facilitated 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 and system implementations

**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