

Lisa Norton Moughan

full stack marketer, storyteller, writer, strategist, innovator

Contact

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Education

Gettysburg College
B.A., English/French minor,
with Honors
Kutztown University
M.A., English, Magna Cum
Laude

Achievements

- Crafted diverse content library, pivoted blog direction for higher engagement, established knowledge center for seamless content sharing.
- Collaborated on company rebrand and content strategy including messaging, mission, vision, logo, sales/marketing collateral, and website.
- Implemented ABM plan that delivered 25% increase in incoming MQLs.
- Drove web and content strategies that increased monthly site visits by 37% and improved SEO by more than 50%.
- Created global social media strategy with 107K+ impressions in 2 years.

Experience

2023-present

Director of Marketing • Dynapower • Burlington, VT

- Position Dynapower as a thought and technology leader in the clean energy space.
- Manage all aspects of marketing for 5 primary markets + corporate positioning, including:
 - Messaging, strategy, and brand management
 - Content direction and development
 - Product launches and all related PR
 - Trade shows, seminars, and presentations
 - Strategic partnerships, alliances, and other outreach
- Design and implement internal communications plan to educate and align team members on company mission, vision, customers, and markets to foster a shared sense of purpose and commitment.
- Tapped to develop Enterprise customer program, determine parameters, set account management framework, and implement internal and external communication protocols.

2014-2023

Director of Marketing • 3SI Security Systems • Malvern, PA

- Supported significant market expansion and executed strategy to focus content on key market and customer needs based on targeted personas.
- Implemented plan to pivot lead gen during COVID, including first ABM campaigns, creation of 3SI blog, and content sharing via webinars.
- Drove marketing integration of acquired company (CovertTrack) and multiple licensed technologies (SafeBanker[®]/SafeResource[®], SWIS).
- Partnered with major industry groups and influencers to position 3SI as a thought leader in the security market.
- Implemented marketing dashboard to monitor performance.

2007-2014

Global Web Project Manager • Nexans • Paris, France

- Collaborated with stakeholders in 15+ countries to develop web projects and content.
- Managed corporate Sharepoint platform with 300+ workplaces and 5,000+ global users.
- Designed corporate social media plan resulting in 600% increase in impressions and leads.
- Created marketing plans for key markets: aerospace, shipbuilding, Military, LAN, renewable energy, oil and gas, and power networks.

2003-2007

Assistant Vice President of Alumni & Donor Relations • Alvernia University • Reading, PA

- Revitalized communication tactics to maximize fundraising capability. Managed editorial direction and design of all communications.
- Enhanced branding efforts by developing messaging and promotional materials for alumni and donors.

Key Skills

Content Development
Marketing Strategy
Branding & Messaging
Project Management
Writing and Communication

Awards & Memberships

- Graduate of Leadership Berks Core Program
- 2022 Finalist, Sammy Awards, Promotional Video
- 2021 Finalist, Sammy Awards, Best Integrated Marketing Program
- 2020 Winner, Sammy Awards, Best Website Design
- 2020 Speed Rounds Winner, CUNA CSS OME
- Received 2014 Intra.NET award for Nexans intranet redesign
- American Marketing Association, Member
- Public Relations Society of America, Member

Technology

Web / Multimedia

Wordpress, Constant Contact, SharpSpring, Pardot, Survey Monkey, MailChimp, HootSuite, BuzzSprout, Camtasia, WeAdvocacy

Software

Microsoft Office, Adobe Suite, Canva, PipeDrive, Sharepoint, Showpad, Squadcast, Smartsheets