

LCD

Lisa Christine Dahlager

I drive organization-wide success by equipping teams with communication strategies to achieve their goals and engage their audiences. As a leader in communications, my goal is to engage, not broadcast; invite, not demand; persuade, not push.

f @ldahlager

🐦 @lisa_dahlager

HOW I SPEND THE BEST HOURS OF MY DAY

COMMUNICATIONS + CONNECTIONS DIRECTOR, High Point Church, Madison, WI, June 2013 - 2015 (2 years)
COMMUNICATIONS DIRECTOR, June 2012 - May 2013 (1 year) // **COMMUNICATIONS ASSISTANT**, June 2011 - May 2012 (1 year)

STRATEGIC COMMUNICATIONS

- Launched and promoted user-interactive management software, trained users, improved homepage for user accessibility
- Restructured website. Results: decreased costs 29%, improved user functionality, enhanced aesthetics and integrated database
- Created and developed organization's social media presence (Facebook, Twitter, Instagram, Youtube and Wordpress). Increased Facebook likes by about 180% and Twitter followers by almost 300%
- Implemented communication structure, includes communications manual, style guide and communication request system
- Initiated and implemented organization rebrand: designed new logo, established organization's voice, aligned departments
- Created design, written and video content for website, Facebook, Twitter, Wordpress, Youtube, Vimeo, Instagram

EXECUTIVE LEADERSHIP

- Established, built, and led communications department and connections department, includes more than 140 people
- Strategized with executive leadership team to create and develop organization's mission, goals, and vision
- Consulted department leaders to align their goals to the organization's mission and met their communication needs
- Created, presented and implemented strategic plans to increase engagement: about 40% growth in weekly attendance, 70% of attendees commit to an additional weekly meeting, about 75% engaged in volunteering
- Restructured assimilation process: moved follow up system to online process queues, created team of volunteers to support the follow-up system, initiated monthly gatherings, improved introductory meetings for new attendees
- Trained and supervised staff, interns, volunteer leaders and members

PROJECT MANAGEMENT

- Production and project editor for book, *Blueprint: A Gospel Foundation for Building an Uncluttered and Unstuck Church*
- Campaign manager for 2014, 2013 and 2012 fall campaigns: led team, produced videos, created and executed promotions

FREE TIME = VOLUNTEER TIME

MENTOR

Fall 2011-present

Mentored and supported high school, college and post-graduate students

TEACHER

Madison Christian Schools, Fall 2011, 2012, 2013, 2014

Developed curriculum and taught class to instill self-worth, modesty and Christian foundation of identity for middle school girls.

LEADER

Creative Communications, Cru, May 2010-2011
Initiated, managed and created content for media venues including weekly videos, bi-monthly print and electronic newsletter

WORK THAT PREPARED ME

VIDEO JOURNALIST, The Badger Report

University of Wisconsin-Madison, Fall 2010

Wrote, videoed and edited news stories and packages on the UW-Madison campus.

MADISON MAGAZINE INTERN

Madison, WI, January - May 2010 (5 months)

Investigated, researched and wrote articles, story sidebars and event descriptions.

STAR COUNTRY RADIO INTERN

Madison, WI, June - August 2009 (3 months)

Created website graphics and managed website media content. Facilitated promotions at concerts and festivals.

TOUR GUIDE, Visitor & Information Programs

Madison, WI, November 2008 - May 2011 (2.5 years)

Educated visitors and potential students about university academics, campus life, history and achievements.

I CAN DO THAT!

- B2C Non-Profit Marketing
- Public Speaking
- Photoshop
- InDesign
- Premiere
- Illustrator
- Facebook
- Twitter
- Mailchimp
- Prezi
- iMovie
- Word
- Excel
- Powerpoint
- Karate
- Blackbelt

EDUCATION

University of Wisconsin-Madison

School of Journalism & Mass Communication, May 2011
Bachelor of Arts in Journalism, emphasis in reporting, Honors
Double major in Communication Arts, emphasis in television