

# Lisa Bell Roden

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Ashburn, VA ● 8183595180 ● muserella@gmail.com ● www.shadowhousemedia.com

## CREATIVE

How can I help you? Depending on the organization, many business titles are associated with what I do, including Content Strategist, Creative Digital Design Manager, and Creative Director. I am driven by a passion for creativity that fuels my work from dawn until long after dusk. Possessing strong active listening skills, I am a quick learner who communicates exceptionally well, employing innovation to captivate audiences and translate complex ideas. My entrepreneurial background enables me to drive all phases of the process, from strategy to ideation, writing, production, post-production, and platform distribution. Adept at adapting to ever-changing circumstances, I am characterized by flexibility, empathy, curiosity, and a desire to make every day great.

## WORK EXPERIENCE

07/2004 – present  
Ashburn, VA

### **Creative Content Strategist Shadow House Media**

Partnered with businesses and entrepreneurs for decades to improve their reach with memorable media solutions and other support. Regularly approached to provide solutions. Work has included:

- Conceptualizing, planning, and creating animated explainer videos for social media and trade shows
- Website design, development, and occasional management for entrepreneurs (Squarespace)
- Writing, producing, and editing marketing videos and instructional content
- Devising marketing strategies, recommending budgets, and managing complex projects
- Graphic design for logos, business cards, banners, holiday cards, social media posts, and book covers
- Market research, prospect data gathering, and branding development
- Creation of Powerpoint templates and informational graphics for presentations
- Planning, coordination, and production of branded promotional products and physical collateral items for internal and external use
- Podcast production and voice-over performance and recording
- Sourcing vendors and managing projects remotely

Some key clients were:

**ASK-CRM** Newspaper ad sales software / **LithToken** NFT company /  
**Ride the Omnibus** Social justice and pop culture podcast / **Andy Higgins -**  
**Century 21** Real Estate / **Cycurnin.com** Music website / **AV Search Partners**  
*Business consulting*

Won 2 Tongal.com ideation challenges for national brands and a Sundance Collab script writing challenge.

## WORK EXPERIENCE

01/1995 – present  
Ashburn, VA

### **Business Writer / Storyteller Shadow House Media**

Conceived, drafted, and edited written material to address a range of business needs:

- Copy for collateral materials and ads, and slogans
- Website content, blog posts, social media posts, newsletter content, and marketing emails
- Proposal responses and content for white papers and articles
- Presentation slide planning and creation
- FAQs and copy for hardware installation and user manuals
- Video scripts, screenplays, and CD liner notes
- Episode and podcast descriptions for digital media
- Digital content leveraging SEO

Some clients:

**BlueStar TeleHealth** *Healthcare* / **SAIC Energy** / **JohnKimball.com** *Political Advertising Strategy* / **Technology Project Managers** *Engineering consultants to NASA and NOAA* / **SkyBitz** *Satellite Communications* / **Rupert Hine** *Musician and Producer* / **Croud** *UK Digital Marketing*

### **Other Experience**

#### ***Music Manager, Executive Producer, and Website Manager***

Cy Curnin / cycurnin.com - 2007 - 2013

Management support to an international musician. Executive produced (supported production, coordinated crowdsourcing, oversaw design, manufacturing and distribution) 3 CDs and 2 EPs. Managed a website redesign, merchandise sales, and U.S. tour coordination.

#### ***Sr. Marketing Specialist and Technical Writer***

*Pace Global Energy Services 2001 - 2003*

Promoted to Sr. Marketing Specialist at Pace Global Energy Services (now Siemens) in Fairfax, VA. Supervised 2 marketing team members and won the company VIP Award in my second year. Efforts included website UI planning and design, brand consistency and collateral material development.

## EDUCATION

### **Visual Arts - Film & Video | BA University of Maryland Baltimore County**

Completed two television writing courses at **Morgan State University**

Spring 2022:

Completed a Directing: Core Elements course with **Sundance Collab**.

Currently completing a 10+ hour prompt engineering course: **ChatGPT Complete Guide: Learn Midjourney, ChatGPT 4 & More** via **udemy**.

## STRENGTHS

Innovative Flexible Creative Empathetic Upbeat Analytical AI-curious Respectful Tech-friendly Kind

## CREATIVE INTERESTS

**AI:** learning prompt engineering with UDEMY. I am also experimenting with various artificial intelligence-based tools to implement in my creative work. ChatGPT for research and fighting the blank page, MidJourney for imagery brainstorming and development, Runway image creation and editing, and Adobe AI voice enhancer for narration.

**Filmmaker:** My micro-short documentary, **TEDDY** (2021), was selected for 10 film festivals and nominated for two awards (Indie Short Fest). I am currently in development on a short film, THE AFTER, based on my script, which won a Sundance Collab challenge.

**VR / XR curious:** dabbling in Polycam, Sketchfab, and exploring the Metaverse. Walkabout VR Mini-golf duffer.

Developing **THE TEDDY INITIATIVE** ([www.teddyinitiative.com](http://www.teddyinitiative.com)). It is a digital site to connect people by celebrating meaningful childhood toys and partnering with a charity to donate toys to children. There will be a companion podcast.