

Lisa L. Sims

Dallas, TX 75241

Phone: (773) 418-2219 | Email: lsimsp2d@gmail.com | Portfolio: <https://www.lisalsims.com>

DIGITAL SOLUTIONS & BRAND CONSULTANT

Design Strategy | Web Platforms | Training & Enablement | Client Experience

Strategic digital consultant with 17+ years of experience helping organizations design, launch, and optimize digital platforms, training systems, and brand experiences that improve engagement, operational efficiency, and revenue growth. Proven ability to translate business goals into scalable digital solutions across real estate, construction, nonprofit, education, and professional services sectors. Known for bridging the gap between business stakeholders and technical execution.

CORE CONSULTING CAPABILITIES

- ⦿ Digital Strategy & Platform Consulting
- ⦿ Website & Membership Platform Architecture (WordPress, Wild Apricot)
- ⦿ UX/UI & Customer Experience Optimization
- ⦿ Training Systems & Knowledge Enablement
- ⦿ Process Improvement & Workflow Design
- ⦿ Brand Positioning & Go-to-Market Support
- ⦿ Stakeholder Collaboration & Requirements Gathering
- ⦿ Change Management & Adoption Support

TECHNOLOGY & TOOLS

Design & Media: Adobe Creative Suite (Photoshop, Illustrator, InDesign and Premier) Figma, Canva, CapCut

Web & Platforms: WordPress, Divi, Elementor, WooCommerce, Wild Apricot

Productivity: Microsoft 365, Google Workspace, Asana, Trello, SharePoint

Training: VidGrid, LMS platforms, internal portals

PROFESSIONAL EXPERIENCE

PASSIONATE 2 DESIGN – Dallas, TX

Founder & Digital Solution Consultant ■ 2006 – Present

- Advise small and mid-sized organizations on digital strategy, branding, website architecture, and customer experience to support growth and operational clarity.
- Lead end-to-end delivery of websites, membership platforms, and digital assets from discovery and requirements gathering through launch and optimization.
- Translate complex business needs into intuitive digital experiences that improve user engagement, conversion, and internal efficiency.
- Partner with executive leaders, marketing teams, and operations staff to align digital initiatives with business objectives.
- Manage multiple concurrent client engagements, budgets, and timelines while maintaining high client satisfaction and retention.

Selected outcomes:

- Launched 100+ websites and digital platforms across multiple industries
- Built scalable membership and communications platforms for professional associations
- Improved client onboarding, content delivery, and user engagement through platform redesigns

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AUSTIN COMMERCIAL, LP – Dallas, TX

Media and Training Coordinator (Austin Commercial) ▪ 2024 – 2025

Executive Administrative Assistant Finance (Austin Commercial / Industries) ▪ 2016 – 2024

- Consulted with leadership and HR to design digital training and communication systems supporting workforce development and compliance.
- Developed multimedia training content, instructional videos, and digital resources to standardize learning across departments.
- Streamlined content distribution through internal portals and learning platforms, improving accessibility and adoption.
- Coordinated logistics, reporting, and analytics for training initiatives, ensuring alignment with organizational goals.

GILBANE BUILDING COMPANY – Chicago, IL

Business Development Support Assistant ▪ 2014 - 2015

- Supported business development strategy through marketing, communications, and proposal development.
- Prepared RFQs, presentations, and client-facing materials to support pursuit and sales initiatives.
- Coordinated campaigns, events, and outreach to strengthen market positioning and client relationships.

FRIEND FAMILY HEALTH CENTER, INC. – Chicago, IL

Grants/Special Projects Coordinator ▪ 2012 - 2014

- Researched funding and program opportunities aligned with organizational priorities.
- Designed reports, dashboards, and operational tools to support executive decision-making.
- Supported cross-functional projects including events, communications, and internal initiatives.

COLDWELL BANKER RESIDENTIAL BROKERAGE – Chicago, IL

Marketing Assistant ▪ 2006 - 2012

- Supported marketing operations for 100+ agents through listing management, training, and materials development.
- Created marketing tools, manuals, and presentations to improve agent onboarding and productivity.

EDUCATION

Associate of Applied Science, Graphic Design & Multimedia — Westwood College (GPA 3.8)

Bachelor-level coursework in Multimedia Design & Development — DeVry University