

Lisa Matthews Murray

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CAREER SUMMARY

- Creative training approaches enhancing quality and proficiency of hourly and salaried workers – 40% improved squeak and rattle following training and implementation of quality system.
- Successful project management resulting in 94% of projects completed on time and up to 10% below budget.
- Demonstrated success in account management and customer relationship building. Improved sales of 10% over 3 years as a textile supplier. Built \$350,000 in new business (2004) related to excellent customer service at Ford Vehicle Operations.
- Advanced technical writing ability used to establish Power Tool Specifications, training documentation, and video scripting for multi-million dollar implementations.

CORE COMPETENCIES

Training Development	PPAP/APQP Documentation	Color Harmony/Mastering
Training Facilitation	Project Management	Injection Molded Plastics
Video Script Writing	Issues Resolution/Documentation	Textiles Mastering
Tutoring	Tooling Specifications Development	Vinyl Graphic Development
Technical Writing	Product Development	Instructional Design

EXPERIENCE

LMM ENTERPRISES

7/2005 – Present

Tutoring and Design Consultant

- Tutoring English, drawing and design
- Logo Design, monthly corporate newsletters

SANDALWOOD ENTERPRISES, Farmington Hills, MI

5/2001 – 6/2005

Business Development Manager

Sandalwood Corporate Headquarters (2/2005 - 6/2005)

Managed all Marketing functions

- Successfully updated the Sandalwood image including ad layouts, product information sheets, press releases, trade shows, website and new product logos.
- Selected and prioritized tradeshow, advertising and public relations opportunities based on a marketing budget of \$50,000.

Senior Project Engineer

Ford Vehicle Operations (2001 - 2005)

- Proficiently coordinated, designed and facilitated training at 4 Assembly Plants for implementation of tooling using ADDIE. Reduced quality (squeak and rattle) issues at Pilot Plant following training by 40%.
- Created UAW approved video and intranet training programs for 20 Ford North American Final Assembly Plants. Acted as Technical Consultant for live photo shoot and film review. Wrote scripting for video version
- Managed annual business of \$250,000 at 10% below budget upon completion resulting in additional services offered to customer.
- Won Ford Employee Recognition in September 2003 for developing the Henry Ford Technology Award Application for the Vehicle Operations Error Proofing Project.

DEL-MET, Nashville TN

5/2000 – 3/2001

Program Manager

- Managed interior injection molded components for a GM program and a Daimler-Chrysler program (total 35 parts).
- Timing and financial responsibility for development of production ready parts
- Coordinated prototype builds including selection of vendor, ordering of materials, shipping of parts, Design of Experiment (DOE) builds, PPAP and APQP documentation.

JOAN AUTOMOTIVE INDUSTRIES, Troy, MI

9/1996 – 11/1999

GM Account Manager

- Managed all current programs at GM and Saturn totaling \$30 million annually. Forecasted and quoted new business resulting in an average sales increase of 3% per year.
- Responsible for color master and dye lot submissions, shipping and inventory issues, premium freight logistics.
- Reported monthly to Tier I, seat and door suppliers, GM Purchasing and Engineering. Worked in partnership with fabric designers to establish price appropriate submissions for new programs.

KAY AUTOMOTIVE GRAPHICS, Lake Orion, MI

8/1994 – 9/1996

Design Manager

- Responsible for all customer design proposals including presentations to Ford, GM, Daimler-Chrysler, Japanese transplants and Mexico subsidiaries.
- Managed a design staff of 3 personnel including: scheduling of project deadlines, annual reviews, and compensation. Developed theme and color palette for Annual Design Show.
- Provided direction to Designers per customer's requests and feedback.

SUBARU OF AMERICA, Cherry Hill, NJ

7/1992 – 7/1994

Color and Trim Specialist

- Developed all new color and material proposals for domestic exterior and interior vehicles including the #1 selling Legacy color for 1992.
- Reported on and identified U.S. Market color trends (Automotive, Furniture, and Fashion).
- Exclusive designer for specialty and concept graphics, badging and wheel covers for: 3 "lifestyle wagon" packages, U.S. Ski Team Vehicle, Outback Wagon, and Limited Edition SVX.
- Selected from 3 studios to develop interior and exterior materials for the Sagres Concept Vehicle (1992 Tokyo and 1993 Detroit auto shows).
- Provided American design input to Gunma, Japan Studio on exterior sheet metal styling for the Subaru Forrester.
- Received Subaru's "Thanks to You" Employee Award.

EDUCATION

BFA Degree in Transportation Design, College for Creative Studies CAD, Detroit, MI
Academic studies in Industrial Design and Art History, Wayne State University, Detroit, MI

ACTIVITIES

Professionals in Transition - Facilitator Volunteer, TJSN (Triad Job Search Network)
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