

# Jessica Skaare



---

## **Communications, web development, branding and [certified] usability professional.**

Twenty years of experience in significant, progressive roles, focused on achieving business objectives through tailored, task-based digital experiences that passionately center on the user.

---

## **Professional experience**

### **Pfizer, New York, NY [Biopharmaceutical manufacturer - #38, Fortune 500]**

#### **Director, Pfizer.com & Corporate Reputation Product Lead, Pfizer Digital | November 2022 – present**

Business owner of Pfizer.com, look & feel, governance and feature roadmap of 72 market sites, and corporate social operations. Lead strategy, delivery and ultimate experience of corporate platforms by merging corporate message with internal and external stakeholder needs. Manage five FTEs, one contractor and \$915K project budget. Highlights:

- **Visualizing our science** – leading the effort alongside our client partner to deploy an industry stand-out product, working with new technology and partners to ensure a seamless and superlative experience
- **Better Careers experience** – Crafting requirements, designing mock-ups and in-sourcing development to incorporate Workday into Pfizer.com, add a chatbot, revamp all U.S. careers content and enable global cross-site sharing

#### **Director, Channel Management, Corporate Affairs | July 2018 – October 2022**

Responsible for the look & feel, experience and operation of Pfizer’s corporate web and social properties, including Pfizer.com, GetHealthyStayHealthy.com, GetScience.com, Breakthroughs.com and corporate social media accounts, as well as a singular template for global corporate websites. Managed two-four FTEs, one-two contractors and avg. \$915K direct project budget (also oversaw tracking for full \$3.16M Reputation/Activation budget). Highlights:

- **Consolidating the “other” sites** – Took over & eventually closed GetHealthyStayHealthy.com and GetScience.com; proposed and acquired “Breakthroughs.com” to serve as a unified “second” site; later incorporated into Pfizer.com
- **Launching a new identity** – Oversaw revamp of Pfizer.com’s content and design (most extensive scope for a redesign, completed in the least amount of time); migrated or created 70+ market sites onto a new front- and back-end; adapted content-sharing plan designed for Drupal sites to work cross-platform with Canvas

#### **Director, Digital Experience & Operations, Corporate Affairs | November 2015 – June 2018**

Responsible for the look & feel, experience and operation of Pfizer’s corporate web and social properties, including Pfizer.com, GetOld.com and corporate social media accounts, as well as several templates for global corporate websites. Managed zero-four FTEs, one contractor and avg. \$750K project budget. Highlights:

- **Operational excellence** – Maintained service levels as requests increased by 50% and staff decreased by 50%
- **Repurposing resources** – Assumed management of GetOld.com & used budget for new common back-end and content sharing capability that could be used across corporate sites; discontinued or folded 47 sites into Pfizer.com

**Sr Manager, Digital Communications Strategy, Policy, External Affairs & Communications** | September 2010 – October 2015

Responsible for managing Pfizer.com, as well as tools and platforms behind Pfizer's social media and advising on digital strategy in general. Managed \$1.7M project budget down to \$1M. Highlights:

- **Protecting and simplifying social media** – Managed hack and correction of our public Facebook page; Adopted Sprinklr as a social CMS pilot to add security, provide scheduled posting and expand metrics capabilities (Sprinklr contract later expanded to become company-wide solution for all social channels)
- **Synchronizing globally** – Funded creation of multiple templates for common branding on country sites regardless of platform. Led first-ever global webmasters meetings for 50+ site owners representing 30+ national markets

**Manager, Digital Communications Strategy, Policy, External Affairs & Communications** | February 2009 – August 2010

Responsible for Pfizer.com during and after director's maternity leave. Shape external digital communications across hosted sites and social media, managed client interactions, agency resources, and \$1.7M annual budget. Highlights:

- **Integrating Wyeth.com** – Oversaw content migration of Wyeth.com to Pfizer.com, coordinated visual and information design through internal and external partners, and managed \$750K in integration funding

**Manager, Intranet Development and Management, Worldwide Communications** | September 2008 – January 2009

Launched new PfizerWorld (intranet), consolidating location-based, corporate and R&D sites and creating model for future integrations. Selected for ability to work closely with IT professionals while ensuring communications objectives. Highlights:

- **Single, personalized intranet** – Conducted inquiries, interviews, and surveys, collaborating with Business Technology, user experience colleagues and an external consultant, which led to blended company-wide, user-focused site

**Cardinal Health, Dublin, OH** [Healthcare products and services provider - #19, *Fortune* 500]

**Manager, User Experience, Global Communications** | December 2005 – August 2008

Directed user experience activities for CardinalHealth.com and myCardinalHealth (intranet). Managed brand across digital formats – websites, email, computer-based training, Flash – and supported directors' online projects. Highlights:

- **User-focused intranet** – Led site improvements that produced highest levels of user satisfaction; co-sponsored and conducted study with JPMorgan Chase, Wachovia and Capital One to identify intranet best practices in *Fortune* 100
- **One public web presence** – Migrated business unit websites to common design and shared brand by winning support of internal clients. Revamped information architecture, designs and templates to match users' expectations

**Specialist, Electronic Communications, Corporate Communications** | January 2004 – December 2005

Worked as primary developer for public website and intranet. Liaised with clients to develop and communicate content. Created and implemented common site design for all sites. Highlights:

- **One intranet** – Consolidated all major intranets into a single site; designed information architecture, policies and procedures; motivated internal departments and business units to transfer their content to new platform
- **One public web presence** – Created a multi-lingual, multi-country approach to public website, traveled to UK to convert newly-acquired business site and kick-off global strategy, wrote information architecture for all sites
- **Branding** – Created sketch that became the design for all sites; wrote brand guidelines for websites and interactive media; implemented conversion of corporate internal and external websites using self-created templates; developed web forms to serve as primary engagement point to IT group, replacing business unit-focused call centers

## Weekend Studios, Dublin, OH [Web design company]

**Co-owner, Design and User Experience** | September 2007 – 2017

Founded LLC with partner to increase development proficiency and stretch design and coding knowledge. Developed custom content management system. Projects include new and re-branded sites, with emphasis on user-centered design.

---

## Education

**Certified Usability Analyst** – Completed certification in 2007 through Human Factors International; CUA #2007-1240

**Pennsylvania State University**, Smeal College of Business, University Park, PA

Bachelor of Science in Economics and International Business, 3.5 on a 4.0 scale, December 2004

*Schreyer Honors, Smeal, AMP Incorporated, and AMC Scholarships awarded*

**Proficient in:** writing for the Web, digital branding, CMS systems in general (Drupal, SharePoint, Canvas, Sprinklr), analytics (Adobe Analytics), UX, HTML, CSS, ASP, Adobe Dreamweaver, Adobe Fireworks

**Experience with:** JavaScript, VBScript, PHP, Adobe Photoshop, social listening, CRM solutions

---

## Associations & Notables

**Diversity, Equity & Inclusion Council Member, Pfizer Digital** (2023 - present) – Serving as representative of Pfizer's LGBTQ+ colleague resource group and providing insight as a trans colleague.

**Communications Co-Lead, Out Pfizer Employee Network (OPEN) Global Enterprise Leadership Team** (2020 – present) – Partnering in volunteer role to manage global communications for Pfizer's LGBTQ+ colleague resource group.

**Digital Marketing Strategy Council Member, The Conference Board** (2009 - present) – Represent Pfizer digital leaders from other industries, analyzing impact of new technologies on corporate strategy and external communication through confidential dialogue, expert speakers, and benchmarking.

**SocialMedia.org Member, GasPedal** – Among Pfizer representatives in this brands-only community dedicated to building successful social media programs.

**IBF North America Member, Intranet Benchmarking Forum** – Represented Pfizer in members-only group of ~100 organizations dedicated to identifying intranet best practices.

**Intranet Peer Group Member** – Represented Cardinal Health on a group made up of some 55 intranet professionals from 30 major companies interested in sharing best practices; hosted User Experience Forum in 2006.

**Audio/Video presence** – On-screen narrator for Cardinal Health security video, voice-over for Foreign Corrupt Practices Act computer-based training and company-wide voicemails. Freelance work included Grange Insurance and Salesforce.com.

**2004, 2005 and 2006 Intern Mentorship Program** – Worked with multiple interns to advise and assist in their introduction to Cardinal Health and next steps in their career; served as “default” mentor, taking on additional interns as needed when other mentors were unable to commit.

**2006 Monster Diversity Leadership Program** – Served as a representative for Cardinal Health at this program geared to match companies with diverse future leaders.