

# **Lisa Gerber**

**CEO at Big Leap Creative**

Spokane, Washington Area, WA, US

Digital marketing strategist - Big Leap Creative

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## **Biography**

Lisa Gerber has 15 years of PR experience in urban development, resort development, hospitality, B2B, food and beverage and the destination and outdoor industry. She founded Big Leap Creative in 2004 as a mountain lifestyle PR firm and took a brief hiatus in 2010 to 2012 to join the executive team at Arment Dietrich in Chicago.

She split her time between the Pacific Northwest and her office in Chicago as the chief content officer where she was responsible for digital and content strategy for the agency. She managed Spin Sucks, to become one of the most popular and award winning blogs in the industry and led strategy for clients in the B2B, technology, manufacturing, energy, and healthcare industries.

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## **Industry Expertise**

Public Relations and Communications, Real Estate Dev/Ops, Media - Online

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## **Areas of Expertise**

Content Marketing, Content Strategy, Digital Communications

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## **Sample Talks**

### **How to Become a PR Technologist**

It's no secret our job as communications professionals has been completely revolutionized by changing technology in the past decade. Customers are using the web to find solutions to their problems, and marketers have to understand that web in order to connect with their prospects and buyers.

Our jobs have shifted accordingly and we need to help our brands navigate the maze in order to achieve real results.

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## **Event Appearances**

### **The New Seo of Content**

Vocus Demand Success Conference

### **How to Become a PR Technologist**

PRSA Western District

## **Education**

**Skidmore College**  
BA french and business

**Cazenovia**

**Skidmore College**  
Bachelor of Arts French and Business

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## **Testimonials**

**Geoff Livingston**

Lisa spoke at Demand Success this past June, and did a lights out job discussing SEO and content. Her approach was very accessible, and attendees got a ton out of her speech. I highly recommend Lisa as a marketing speaker at your event.

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