

## Lisa Libutti, Internet Marketing Specialist

Location: Bay Area, California

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"Social Media Marketing Specialist with 10+ years experience managing online media and marketing campaigns, with a passionate focus in digital content and web development."

### Specialties & Qualifications

#### Skills and Benefits I Offer You and Your Business

**Marketing Manager and Social Media Specialist** with more than 10 years of experience in Internet marketing, social networking, blogging, and online advertising. Savvy Internet researcher with exceptional discovery strategies and extensive knowledge of web 2.0 technologies and social media platforms.

**Creative Web Producer and Project Manager** with over 10 years of experience producing compelling content for online marketing and website initiatives. Producer of internet marketing materials including: web development, copy writing, and content aggregation and implementation.

**Email Marketing Specialist** experienced in new and traditional marketing strategies. providing consulting and support services in online marketing and strategic planning. Creative development of email marketing materials including newsletter development, copywriting, formatting, testing, and execution.

**Artist Development and Event Producer.** Artist and event producer and promoter for independent artists over the past 15 years. Expert experience in developing grassroots marketing strategies, electronic press kits, and online event promotional campaigns.

### Work Experience

Newsletter Marketing Manager

Client: eDirect Publishing, Inc. 2003 - 2009

Online marketing manager and newsletter editor for privately owned direct marketing and publishing firm. Manage and publish three online newsletters with a distribution base of over 2 million subscribers. Responsible for crafting articles, SEO copy writing, ad copy and content, formatting and scheduling, mail delivery, advertising campaigns, and subscriber acquisition. Develop and produce online marketing materials including: landing pages and micro site web designs, HTML email newsletters, email banners and other marketing creatives.

- Implemented and managed affiliate marketing campaigns that increased newsletter revenues by more than 25%
- Directly contributed to company's metrics by testing strategies for media placement in marketing campaigns that increased revenues by 50%
- Collaborated with marketing and technology to improve back-end systems for tracking 6-8 million emails weekly.

Special Projects Manager and Office Administrator

Ignite Business Solutions (Contracted for hire): 2002 - 2003

Do-it-all approach in an ever-changing start-up environment. Hired to wear numerous hats: IT guru, customer support, sales coordinator, mama bear of the office. No task was too small or too large. Proven ability to compose, edit and publish newsletters, documents, and contracts. Managed all tactical planning and implementation of daily office and sales initiatives. Collaborated internally with top executives and externally with clients, including Fortune 500 companies.

- Demonstrates technical savvy, creative and professional expertise with a deep commitment to quality.
- Published and implemented new company policies that increased business production by 50%
- Developed and managed new accounts and increased revenues by 35%
- Proven track record of establishing strong partner relationships that contributed to increased company revenues

Marketing Coordinator and Content Producer

Mediadome Inc. (Superscape/Intel corp. Start-up): 2000 - 2002

Dynamic media start-up funded by Fortune 500 Companies including Intel Corporation. Invited to the table to set up internal and external company policies and procedures. Produced and published dynamic online content, including interactive tutorials and content for related marketing initiatives.

- Implemented guerilla marketing campaigns, quality assurance processes and usability test plans.
- Designed and published monthly opt-in newsletter that gained a 400k distribution through email marketing strategies.
- Provided support and market research through analysis of tracking and reporting metrics of promotional campaigns

Executive Assistant and Office Manager

Superscape Inc. 1998 - 2000

Project driven responsibilities providing support to all top level executive management. Managed office administrative operations including employee workstations, phone system, and all general technical support. Coordinated and managed all interoffice relations and needs including employee housing, company accommodations, special events, and travel arrangements. Key liaison and support person for product development, marketing department, and general operations.

- Implementation of new administrative and HR policies and procedures
- Played an active roll in the hiring, training and integration of new employees
- Supported and trained and managed all new administrative staff and new hires

## **Education & Certification**

Associate's Degree, General Studies - Saddleback Community College: 1990-1992

Bachelor's Degree, Psychology - San Francisco State University: 1992-1994

Minor Degree, Human Behavior - San Francisco State University: 1994-1995

Certificates: Microsoft Office: Excel, Word, Outlook, PowerPoint, FrontPage. Adobe Photoshop, Adobe Acrobat, Macromedia Dreamweaver, HTML/XHTML, CSS, FTP Clients, QuickBooks, ACT!, Intro to Affiliate Marketing, SEO Copy writing and Optimization.

Experience with website analytical tools, marketing and optimization tools, campaign management tools, content and database marketing tools.

Proficient with PC platform. Comfortable in MAC environment. References Available.