

## LisaMarie Gaeta

LisaMarieGaeta@gmail.com



### SKILLS

**Commitment:** Studied abroad in Italy and partook in a language pledge to only speak Italian for 6 weeks

**Computer Science:** Coding background including Html/CSS

**Content Management Systems:** Salesforce, SAVO, SharePoint, Wordpress

**Interpersonal:** Active listening and communication, creative thinking, conflict resolution, empathy, leadership, versatility

**Marketing:** Brand Awareness & Loyalty, Budgeting, Campaign Strategy, Copywriting, Customer Relationship Management, Geotargeting/Retargeting, Project Management

**Research:** Qualitative & quantitative research including usability testing and one-on-one interviewing

**Social Media Strategy:** Facebook & Instagram Boosted/Sponsored Ads, social media management platforms such as Hootsuite and Sprout Social

### AWARDS

2013  
Top Paper Award

2012  
RIT Davis Leadership Award

2011  
Ethics and Communication Award

2009  
Girl Scouts Gold Award

### EDUCATION

**Rochester Institute of Technology (RIT) - Bachelor of Science** 2009–2013  
**GPA:** 3.87, summa cum laude

**Major:** Advertising & Public Relations - RIT Honors Program

**Minors:** Italian Language, Web Design and Development

**Thesis:** [Stalking, Creeping, and Uncertainty Reduction: College Students' Use of Facebook](#)  
Presented at the RIT Conference for Undergraduate Research in Communication (CURC) and received a Top Paper Award

**Computer Science Academy, Freehold High School, Freehold, NJ** 2005–2009

### PROFESSIONAL EXPERIENCE

#### **Netwave Interactive Marketing**

**Social Media & Public Relations Manager** July 2017 – April 2019  
Established this new role as a vendor to the agency, starting from a part-time status with just a few clients, eventually becoming a part-time and then full-time employee of the agency. Increased reach, engagement, and followers with tailored social strategies. Improved a real estate client's social strategy; an organic social post listing directly led to the sale of a multi-million dollar home. Developed content calendars, scheduled posts, and managed social media profiles for diverse clientele. Incorporated Facebook & Instagram ads and compiled monthly analytic reports. Maintained media lists and wrote/distributed press releases.

#### **Sutherland Global Services**

**Content Manager & Specialist** Aug 2013 – Dec 2016  
Delegated hundreds of projects to the internationally-based research, event, and creative marketing team members. Negotiated promotional item orders with vendors in preparation for global client visits/internal needs and designed a monthly invoice that better allocated spending. Boosted social reach by developing corporate and vertical social media campaigns. Expanded the social media governance policy by enacting an social media best practices toolkit for internal users. Revamped databases of corporate files for increased accessibility in addition to resolving the need to create various, integral collateral and user guides. Established a monthly newsletter for internal clients, conducted tutorials, and fortified client relations.

**Marketing Intern** June 2012 – Aug 2012, April 2013 – Aug 2013  
Ensured accuracy by researching and updating over 100 Qvidian entries used for RFPs, assembled and edited RFPs, and assisted with social media and corporate branding strategy.

#### **ThirtySix Software**

**Social Media Specialist** June 2012 – Aug 2013  
Managed and monitored social media profiles and referred a client.

#### **RIT Information Security Office**

**Communications Associate** September 2011 – May 2013  
Relocated, organized, and edited website content in the new Drupal 7 system, based on usability testing for optimal site categorization, and implemented a social media strategy.

#### **A Door To Italy, Italian language school, Genoa, Italy**

**Social Media / Public Relations Intern** June – July 2011  
Managed social media profiles, advised website improvements, and created a [bilingual blog](#) of students' experiences, whilst studying abroad in Italy and attending the school.