

Lisa Randazzo

Editorial & Marcom Executive

EXECUTIVE SUMMARY:

As an editorial and marcom professional, I've had the opportunity to use my skills in publishing, journalism, marketing, and corporate communications.

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SUMMARY OF QUALIFICATIONS:

- 30+ years of experience as a professional writer, editor, content creator, and journalist
- More than 18 years leading a creative team for in-house marketing department
- Proven ability in handling technical and scientific material
- Experience writing for both trade and consumer audiences
- Skilled in a broad spectrum of writing genres

EMPLOYMENT HISTORY:

Dolphin Imaging & Management Solutions, Chatsworth, CA

Manager, Marketing & Communications/Staff Writer

2006-2024

In this leadership role I managed the budget, content creation, and project flow for Dolphin's in-house business-to-business (B2B) marketing team, focused on promoting software solutions and services to the dental specialty community. My team's output and activities served to establish the company's brand voice in a niche industry where we enjoyed 55% market share.

My team generated all customer-facing content as well as internal/external communications, including print and multimedia collateral; advertising; technical alerts; web site (www.dolphinimaging.com), and field support for the sales team. As Dolphin's staff writer, I also authored clinical/technical articles and textbook chapters upon request from the dental academic community. I successfully worked 100% remotely in this position beginning in March 2020.

NILS Publishing/Wolters Kluwer, Chatsworth, CA

2004-2006

Legal Editor

In this interim position I gained experience in technical legal text, identifying and integrating new legislation into existing reference manuals used by the healthcare insurance industry.

Creative Age Publications, Van Nuys, CA

1996-2003

Special Projects Editor

In this position I worked on the editorial team for various trade publications in the beauty industry. I researched and wrote monthly feature- and cover-stories, in addition to taking ownership of various

departments and columns including the annual Editors' Choice. I worked closely with the in-house art department as well as sales team to balance editorial flow.

Rapport Publishing, Los Angeles, CA

1993-1996

Managing Editor

***Rapport/The West Coast Review of Books*; quarterly consumer magazine**

In this position I held a multifaceted role and learned how to delegate and multitask. I supervised all editorial and publishing operations including production, printing, shipping/fulfillment, circulation, and billing. I was also charged with the coordination and management of remote reviewers and sub-contractors.

EDUCATION:

- FAIRFIELD UNIVERSITY, Fairfield, Connecticut
Bachelor of Arts: Literature/Creative Writing

- NAROPA INSTITUTE
The Jack Kerouac School of Disembodied Poetics
Limited-space, intimate collaborative workshop where I studied closely with Allen Ginsberg, William Burroughs, and other Beat Generation icons.

AWARDS AND RECOGNITION

President's Award

Dolphin Imaging & Management Solutions, 2010

Advanced the Dolphin marketing to be a comprehensive department, working cross-functionally with all teams in the organization to take ownership of entirety of customer-facing activity including web site, annual user meeting, trade show properties, and more.

Outstanding Achievement, Marketing

Dolphin Imaging & Management Solutions, 2008

Exhibited leadership skills resulting in solidifying a marketing team of two designers and myself (staff writer/copyeditor)

Outstanding Achievement, Marketing

Dolphin Imaging & Management Solutions, 2007

Edited and upgraded existing company marketing collateral to project a professional image.