

# LISA RANDAZZO

## WRITER, EDITOR, COPYWRITER

### CONTACT

[Lisasdazz@gmail.com](mailto:Lisasdazz@gmail.com)

818-469-8190

<https://www.linkedin.com/in/lisarandazzo/>

Portfolio: <https://lrandazzo.com>

### EXECUTIVE SUMMARY

As an editorial and marcom professional, I've had the opportunity to use my skills in publishing, journalism, marketing, and corporate communications. In my most recent position as a marketing and communications manager for a B2B software company, I played the primary role in establishing the company's brand voice in a niche industry where we enjoyed 60% market share.

### SUMMARY OF QUALIFICATIONS

- More than 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
- Familiar with FDA regulatory and compliance protocols
- Skilled in a broad spectrum of writing genres, including Thought Leadership
- CE, Generative AI and AI Prompt Engineering

### EXPERIENCE

#### MANAGER, MARKETING & COMMUNICATIONS

##### Dolphin Imaging & Management Solutions/Patterson Dental

2006-2024

Managed the budget and project flow for Dolphin's in-house business-to-business (B2B) marketing Team. My team generated all customer-facing content as well as internal/external communications, including print and multimedia collateral; advertising; technical alerts; 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 since March 2020. Under my leadership, my team generated the following:

- Print advertisements, product brochures, and newsletters
- On-demand critical messaging to customers from technical support team
- Customer testimonials, both written and video
- Promotional items for field events
- Management and marketing of the annual user group meeting
- Corporate web site content: [www.dolphinimaging.com](http://www.dolphinimaging.com)
- Social media content including management of product-specific social media user groups

## OTHER RELEVANT EXPERIENCE

**National Insurance Law Services (NILS)/ 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**

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**

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*

Recognized and rewarded for advancing the Dolphin Marketing team to be a comprehensive department, working cross-functionally with all teams in the organization, and taking full ownership of the entirety of customer-facing activity including web site, annual user meeting, trade show properties and more.

### *Outstanding Achievement Award: Dolphin Imaging & Management Solutions*

Recognized and rewarded for exhibiting the leadership skills necessary to consolidate and solidify the marketing communications team.

### *Outstanding Achievement Award: Dolphin Imaging & Management Solutions*

Recognized and rewarded for editing and upgrading the company's marketing communications collateral to project a unified and professional image.

### *America's Best Beauty Industry Efforts Award (ABBIE Award): Creative Age Publications*

Recognized and rewarded for Best Professional Magazine Article for monthly column "Menu Matters."

### *MAGGIE Award Western Publications Association: Creative Age Publications*

Winner of Best New Trade Publication for Dayspa Magazine introduction and rollout of first issues.