

LISA RANDAZZO

Manager, Marketing & Communications

CONTACT

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. Through years of experience spanning diverse industries in healthcare and technology, I have cultivated the ability to translate complex ideas into accessible narratives. In my previous 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

- Professional writer, editor, content creator, and journalist
- 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

SENIOR COPYWRITER

Acclaro, Inc.

2025-present

I work closely with the CEO to brainstorm creative direction and write long-form thought leadership content for the company's clients in the technology and healthcare sectors. Collaborate with designers and creative directors to deliver cohesive, branded content for all projects.

MANAGER, MARKETING & COMMUNICATIONS

Dolphin Imaging & Management Solutions/Patterson Dental

2006-2024

Led the company's in-house creative team while managing the budget and project flow for Dolphin's business-to-business (B2B) marketing activities. 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.

OTHER RELEVANT EXPERIENCE

National Insurance Law Services (NILS)/ Wolters Kluwer, Chatsworth, CA

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

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.

West Coast Review of Books/Rapport Publishing, Los Angeles, CA

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 issue.