**[Digital Marketing Content Specialist](https://www.postjobfree.com/resume/adzo1z/digital-marketing-content-ridgewood-nj)**

**Location:**Ridgewood, NJ, 07450

**Posted:**November 25, 2023

**Contact Info:**

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**Resume:**

LISA M. SASSO

170 Washington Place

Ridgewood, NJ 07450

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SUMMARY

An independent self-starter with a strong aptitude for software

applications. Assertive, energetic, and a quick and efficient learner.

Active listener and clear communicator with excellent interpersonal skills.

Creative, innovative, resourceful, organized, and effective in time

management.

Core Competencies: Digital Marketing, Project Management, Brand

Development, Company Recognition, Marketing Communications, Product

Development, Vendor Negotiations, Technical Support, Documentation,

Copywriting, Proofreading, Sales

Technologies: Microsoft Office - including Outlook, PowerPoint, Word,

Excel, Publisher; Internet/Social Media; SharePoint; CommandPoint; Adobe

PS; FileBRIDGE, (Formerly Aspen 360); CRM; QuickBooks; JetForm

PROFESSIONAL EXPERIENCE:

GAF - Wayne, NJ

January 2010 - December 2014

Digital Marketing Content Specialist

Managed large start-up marketing project offering a media platform to run

GAF content to qualifying GAF distributors. The project entailed providing

individual off-site digital monitors to our top distributors. Project

scale extended over a five-year period and exceeded 500 locations

nationally. Hardware and software were owned, managed, and maintained by

GAF. I was the lead on all aspects of the project including initial

qualification of distributor locations, approvals, installation, and

management. Managed, maintained, and distributed digital content library

of 600+ videos. Worked directly with the distributors to create and run

custom videos on their behalf. Qualified distributors for the program based

on unit of sales, reviewed Site Surveys for optimized monitor location as

well and connectivity and lead approval/denial process. Worked closely with

Art Director, Creative Designers, Product Managers, and VP of Marketing

Services (in-house agency) to keep content fresh, current, and on target

with current marketing incentives. Set-up, managed, maintained, and

published large GAF digital content library on a bi-weekly schedule.

Managed Digital Marketing budget including equipment, vendors, and

services. Worked closely with contracted vendor partners including but not

limited to:

. DELL - hardware provider and partnering contractor to insure technical

and marketing effectiveness from initial survey through installation,

maintenance and support

. Verizon, Sprint - Hardware, data plan, and to insure connectivity

. SabeRex - Off-site warehouse provider

. Nanonation - Digital Signage Software company

Trisha Koch & Associates - North Haledon, NJ

2006 - 2009

Office Coordinator

Administrative and personal assistant to the President/Owner. Ran day-to-

day workflow for private career placement firm in Northern NJ. Managed and

maintained extensive recruiter database (user/supervisory level). Compiled

complex data searches and file transfers. Managed all company

correspondence and calendars. Heavy contact with senior management and HR

Department.

KRS Appraisal Services, Inc. - Bergenfield, NJ

2001 - 2005

Office Administrator

Ran day-to-day workflow for private appraisal company in Northern NJ.

Processed, maintained and transferred electronic Appraisal Orders from

inception through completion. Managed and maintained company database

including clients, suppliers, contacts, calendars, and mail. Heavy contact

with lenders, banks, and realtors in a fast-paced environment.

mortgage.com/First Mortgage Network - Montvale, NJ

1994 - 2000

Office/Forms Manager

Managed department of five responsible for the creation, maintenance, and

legal compliance of electronic forms library, covering all 50 states and

exceeding 5000 documents. Data merge and company wide distribution of

electronic forms. Acted as liaison between branches and corporate office

for documentation, file transfers, updates, and technical and supervisory

support. Responsible for compliance of government regulated documents.

Mortgage Financial Systems, Inc. - Maywood, NJ

1987 - 1994

Forms Manager

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2 - 1987

Data Communications Assistant

EDUCATION

William Paterson University, Wayne, NJ - AS, Concentration in Art History

Kovats School of Real Estate, Paramus, NJ - NJ Real Estate License

ADDITIONAL TRAINING/COURSEWORK

Marketing Strategy: Certificate of Completion 08/2014 - Demand Metric

References available upon request