**RESUME**

Lisa J. Gotto | 199 N. Queen Street | Chestertown, MD | 610.417.2628 | writegal4343@gmail.com lisa@tealeavesmedia.com

**PROFESSIONAL EXPERIENCE**

**Owner & Principal**

**Tea Leaves Media, LLC**

Chestertown, MD

September 2017 - Present

* Developed a full-service communications and marketing firm with a concentration on content generation, placement, asset development for both social and traditional media
* Devise strategic marketing communications campaigns for clients
* Create schedules for social and traditional media placement
* Forward-facing with clients to develop plans based on project goals, budget considerations and timelines
* Performs all outreach with relevant and applicable media for placement
* Blog and e-newsletter writing and editing for clients
* Press release writing and dissemination for clients

**Managing Editor, *What’s Up? Media***

Annapolis, MD

July 2015 – September 2017

* Manage schedules and delivery of all content for *What’s Up? Annapolis*, *What’s Up? West County* and *What’s Up? Eastern Shore* magazines
* Plan content of LOOK section of publication and online digital component in adherence with editorial policy, brand expectation and publishing requirements
* Help develop relevant story or content ideas with Editorial Director and department editors
* Help develop new content sections
* Creative direction of various photo shoots to enhance quality control and brand
* Review, revise and approve proofs submitted by the art director
* Assistant in the management of a team of freelancers and assign stories to individual writers or photographers for coverage.
* Meet frequently with company directors, marketing personnel, and advertising executives to discuss content and resolve problems
* Coordinate aspects of hardcopy editorial to work with and extend to digital copy content
* Create relevant social media posts to coordinate with editorial schedule
* Attend various publication marketing/social functions
* Maintain internship program

**Editor-in-Chief, *Lehigh Valley Style***

**Director of Digital Media**

Innovative Designs & Publishing, Inc.

Easton, PA

September 2002 – July 2015

* Plan content of publication and online digital component in adherence with editorial policy, brand expectation and publishing requirements
* Develop relevant story or content ideas, considering reader or demographic appeal
* Review, revise and approve proofs submitted by the art director
* Manage a team of 20+ freelancers and assign stories to individual writers or photographers for coverage; negotiate payment for all freelancers in accordance with budgetary guidelines
* Maintain and balance editorial department budget
* Meet frequently with art director, marketing personnel, and advertising executives to discuss content and resolve problems
* Project manage re-development of publication website (2007-2010)
* Attend various publication marketing/social functions
* Coordinate aspects of hardcopy editorial to work with and extend to digital copy content
* Maintain internship program
* Turn around a 96-page (per issue average) magazine in a fast-paced, 21-day news cycle

**EDUCATIONAL QUALIFICATION**

**Bachelor of Arts**

Communications/Journalism

Shippensburg University

Shippensburg, PA