

Lisa Marie Lazzari

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Objective

To utilize my skills and experience in business operations, technology, event planning, program development, and marketing.

Professional Experience

Coordinator, National Youth Leadership Development (6/2010 – Present)

March of Dimes, White Plains, NY

- Manage relationships with national service partners: Cultivate relationships with on-going communications and support offered through web and teleconferences; Present March of Dimes agenda at national annual and semi-annual meetings and conferences; Provide leadership through technical assistance and support
- Youth Volunteer Recruitment: Create, lead and implement online marketing strategies through social networks, website and e-newsletter

Marketing/Communications and Special Events Intern (11/2009 – 5/2010)

Leukemia & Lymphoma Society, Hampton, VA

Provided support for Team in Training – the organization’s largest fundraising campaign: Assisted in planning logistics, developing promotional materials, and participant recruitment; Lead information sessions on college campuses; Provided day-of field support

Event Coordinator/Marketing Department Intern (8/2008 – 9/2009)

Peninsula Fine Arts Center, Newport News, VA

Assisted Promotional Manager in planning, developing and executing various events including: fundraising events, promotional events, community events, and “Sundays In The Park” art festival; Oversaw and lead a team of six interns throughout the summer; Created e-cards, flyers and other promotional materials for exhibitions and events

Special Events Committee Chair (4/2008 – 5/2009)

Christopher Newport University Campus Activities Board, Newport News, VA

Promoted and organized diverse campus-wide events to get students involved in campus activities; Oversaw six committee members

Coordinator, eBusiness Department (5/2007 – 8/2008)

March of Dimes, White Plains, NY

Aided in re-branding of March of Dimes website; Developed, organized and oversaw social networking sites layout re-design; Edited and published chapter websites

Education

Master of Arts; Communication & Media Arts (In Pursuit)

Pace University: Pleasantville, NY

Bachelor of Arts; Communication Studies; Concentration: Advertising and Public Relations

Christopher Newport University; Newport News, VA - Major GPA 3.7

Community Service

- March of Dimes March for Babies, Department Captain, White Plains, NY (2-5/2011)
- March of Dimes Blue Jeans for Babies, Office Captain, White Plains, NY (10-11/2010)
- Lambda Pi Eta, Chapter Historian, Newport News, VA (5/2009-5/2010)
- Campus Activities Board, VP of Operations, Newport News, VA (4/2009-5/2010)
- March of Dimes WalkAmerica, Chesapeake, VA (10/2006)
- The Newport Retirement Home, Newport News, VA (8/2006-4/2007)
- Circle K International, Newport News, VA (4/2006-5/2010)

Additional Skills

Proficient in Microsoft Office (Word, Access, Excel, PowerPoint, Publisher), Adobe CS3, Video Editing Software (iMovie HD, Final Cut Pro), HTML, Basic Java, Typing, Excellent Communication and Multi-tasking Skills, Public Speaking, Elementary Italian

References

Available upon request.