

Professional Experience

Localization Project Manager, Crawford Group at HP, Santa Cruz, CA (09/19-09/23)

Used Workfront to manage hundreds of localization assets from kickoff through production, ensuring quality as well as adherence to brand identity and messaging; Facilitated a one-third reduction in the number of backlogged projects through collaboration with key stakeholders; Continually identified and implemented process improvements

Marketing Project Manager, Ripple Labs, Inc., San Francisco, CA (05/21-10/21)

Developed website wireframes and content, including proofreading and editing; Managed external and internal processes in support of content, social media, digital campaigns, events and contracts; Tracked project timelines and deliverables deadlines

Office Manager/Event Coordinator, Thrive Academy, Santa Cruz, CA (01/16 to 07/18)

Managed daily office activities while coordinating monthly business coaching events; Managed multiple publishing and mailing projects as well as vendors and staff; Designed web graphics; Edited educational materials

Marketing Communications and Web Manager, Oxford Instruments, Scotts Valley, CA (09/12 to 8/13)

Completed major division website update within first month of employment using content management system; Designed promotional materials and technical data sheets; Executed direct mail campaigns using Google Analytics tools to track and report user activity; Wrote website content, news articles and social media posts

Office Manager, Music Now, Santa Cruz, CA (11/07 to 12/11)

Created business plan to help owner secure SBA funding to purchase business; Planned events; Consulted with clients; Designed promotional materials; Managed office, staff and vendors; Assisted with email and social media campaigns

Qualifications and Skills

IT Project Management

- Cybersecurity, Network configuration, Software installation, Technical problem solving, Safety procedures, Hardware installation, Operating systems management

Graphic Design

- Design brochures, advertisements, packaging, display graphics and technical data
- Illustrate and edit educational and training materials
- Create original computer artwork with Adobe Illustrator and Photoshop

Web Development

- Produce and maintain websites using hand-coding, authoring software and content management systems
- Tailor design process based on audience and specific business objectives
- Online portfolio: lisalardinoisportfolio.com

Software and Coding Experience

- Photoshop, Illustrator, InDesign, Dreamweaver, Microsoft Office, Workfront
- HTML, CSS

Education

Bachelor of Arts—with distinction: Journalism and Mass Communications, San Jose State University

Associate of Science—with honors: Web Media, Cabrillo College

Certifications:

- Cisco Systems Digital Badges: Introduction to Cybersecurity, Cybersecurity Essentials, IT Essentials
 - Cabrillo College IT Institute: IT Essentials
 - Web Media, Web Development, Web Production, Web Publishing, Screen Media, eCommerce
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