

MATTHEW A. LISSAUER

Data Operations | Content Strategy | Workflow Optimization | Cross-Functional Leadership | Data-Driven Insights

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SUMMARY

Skilled operations and marketing support professional with 10+ years of experience coordinating workflows across teams, managing structured datasets, and ensuring accurate, timely execution. Recognized for keeping complex projects organized, tracking progress across stakeholders, and improving processes to reduce friction and increase efficiency. Proven leadership in account management, customer support, and client services, driving productivity and revenue.

EXPERIENCE

Manager, Data Quality and Compliance

National CineMedia (NCM)

2022 - 2026 New York, NY

- Automated a long-standing manual title mapping workflow, reducing errors and improving data integrity across internal systems and partner integrations.
- Oversaw complex metadata and operational workflows supporting marketing, ad operations, and content systems.
- Partnered cross-functionally to resolve inconsistencies across feeds, databases, and reporting systems.
- Developed Power BI dashboards to improve visibility into operational data and support decision-making.
- Monitored data accuracy across systems, ensuring consistent, reliable inputs for marketing and reporting workflows.
- Ensured consumer privacy compliance by managing user data permissions and privacy requests per current laws.
- Identified, implemented and documented process improvements and automation opportunities, streamlining workflows for consistent results.

Manager, Data Management

National CineMedia (NCM)

2018 - 2022 New York, NY

- Oversaw CMS-based content and data workflows, ensuring accurate tagging, organization, and consistency across a high-volume content platform.
- Monitored incoming data feeds, identified issues, and worked with internal and external teams to resolve discrepancies.
- Partnered with Marketing and Content teams to support the execution of branded experiences for web audiences, including content hubs for major events (e.g., Sundance Film Festival, Academy Awards) that enabled easy sharing on social platforms, resulting in 100K+ page views and 2K+ shares.
- Led ongoing content operations by ensuring data was structured, consistent, and ready for use across platforms.

Marketing Manager

Plexus Entertainment, LLC

2009 - 2018 New York, NY

- On-boarded clients and advocated for their needs, guiding smooth adoption of the company's SaaS movie marketing technology and platform, and conducting periodic analysis of web and mobile traffic and affiliate sales for clients.
- Worked across teams to execute marketing and content initiatives, meeting timelines and deliverables.
- Delivered performance reporting across email, e-commerce, and web channels to support optimization efforts and drive internal and client growth and conversions.
- Executed email marketing campaigns for 100K+ engaged users, including setup, testing, deployment, and analysis.
- Reviewed and resolved 10-20+ weekly customer and client support emails, comments, and posts, resolving issues promptly and ensuring a high level of service.

Marketing Coordinator

D2C2, LLC

2007 - 2009 New York, NY

- Researched and analyzed the adventure travel sector, leveraging popular web forums and social networks, which doubled web traffic and user account registrations.
- Maximized marketing visibility by overcoming budget constraints through barter exchanges, cold calling, email, and social media.
- Planned and directed all promotional appearances at industry trade shows and consumer expos.

KEY ACHIEVEMENTS



Optimized Data Tracking

Upgraded and automated systems and built Power BI dashboards improving NCM's Marketing and Ad-Ops teams' ability to track new data efficiently.



Streamlined Operational Workflows

Delivered productivity improvements of CMS and internal operations initiatives, improving workflow efficiency and cross-team productivity across Marketing and Advertising Insights groups.



Grew Audience Traffic Through Data Insights

Used performance and audience data for NCM's Noovie platform to increase web traffic by 15% and help secure a strategic partnership reaching more than 20 million movie fans.



Drove Digital Audience Growth

Produced strategic social media, content, and affiliate marketing campaigns targeting Facebook, Twitter, Instagram, YouTube, and Google Search, driving high traffic and improving other KPIs.

SKILLS

Data Operations | Data Management & Validation | Metadata Management | Content Systems | CMS Administration | Workflow Optimization | Data Quality & Governance | Project Management | Cross-Functional Collaboration | Documentation & Reporting | Power BI | SQL | Business Intelligence | Digital Asset Management (DAM) | Feed & Data Management | Compliance Operations | Microsoft Office (Excel, Word, Outlook) | Google Workspace | Oral & Written Communication | Strategic Thinking & Creative Direction | Google Analytics | Asana | Jira | Confluence | GitHub | CMS Software | WordPress | Squarespace | HTML | AWS | Adobe CC (Photoshop) | Copilot | ChatGPT | Claude

EDUCATION

Master of Science, Journalism

Quinnipiac University

05/2004 Hamden, CT

Bachelor of Arts, Communication

University at Albany, State University of New York

05/2003 Albany, NY

CERTIFICATIONS

Professional Certificate, Digital Media Marketing

New York University-SCPS

TRAINING / COURSES

Web Development Coursework

New York Code + Design Academy

Digital Marketing Intensive

General Assembly

ADDITIONAL EXPERIENCE

Promotions Director

Long Island Radio Group

2007 Farmingdale, NY

Promotions Assistant

WAXQ-FM/Clear Channel

2004 - 2007 New York, NY