

MATTHEW A. LISSAUER

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SUMMARY

Data operations and digital asset management professional with over 10 years of experience in data operations and marketing. Known for metadata strategy and workflow optimization. Key achievements include automating internal workflows and engineering Power BI dashboards to reduce reporting bottlenecks and increasing web traffic by 15% through data insights on the Noovie platform. Recognized for streamlining business processes across stakeholders to increase efficiency and reduce friction.

KEY ACHIEVEMENTS

- 🔧 **Optimized Data Tracking:** Automated internal workflows and engineered Power BI dashboards, reducing reporting bottlenecks and improving team tracking and data analysis at NCM.
- 🔧 **Streamlined Operational Workflows:** Spearheaded NCM's CMS and operational initiatives, improving workflow efficiency from manual tracking into a 1-click process that boosted cross-team productivity and analysis.
- 🔧 **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 at Plexus Entertainment.

AREAS OF EXPERTISE

Data Operations | Data Management & Validation | Metadata Management | Content Systems | CMS Administration | Workflow Optimization | Data Quality & Governance | Project Management | Cross-Functional Collaboration | Process Documentation & Reporting | Business Intelligence | Digital Asset Management (DAM) | Feed & Data Management | Compliance Operations | Client & Customer Service | Oral & Written Communication | Strategic Thinking | Creative Direction | Organization | Attention to Detail

PROFESSIONAL OVERVIEW

Manager, Data Quality & Compliance | National CineMedia (NCM) | New York, NY | 2022 – 2026

- Enhanced reporting accuracy by 90% by boosting data reliability across multiple internal and third-party systems.
- Oversaw metadata and operational workflows across 3+ teams and multiple systems, ensuring end-to-end data accuracy and consistency.
- Ensured consumer privacy compliance by managing user data permissions and privacy requests per current laws.

Manager, Data Management | National CineMedia (NCM) | New York, NY | 2018 – 2022

- Oversaw CMS-based content workflows, ensuring accurate tagging and consistency across a high-volume platform.
- Managed incoming data feeds, identified issues, and worked cross-functionally to resolve discrepancies.
- Coordinated across teams to execute branded digital experiences, resulting in 100K+ page views and 2K+ shares.

Marketing Manager | Plexus Entertainment, LLC | New York, NY | 2009 – 2018

- Onboarded and mentored clients assuring a smooth adoption of the company's SaaS movie MarTech platform.
- Advised teams to execute marketing and content initiatives, using cutting-edge data insights to support optimization efforts and drive internal and client growth and conversions.
- Resolved 10-20+ weekly customer and client support emails, comments, and posts, resolving issues promptly, guaranteeing a high level of service.

Marketing Coordinator | D2C2, LLC | New York, NY | 2007 – 2009

- 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 through barter exchanges, cold calling, email, and social media.
- Planned and directed all promotional appearances at industry trade shows and consumer expos.

Additional Experience

- Promotions Director** | Long Island Radio Group | Farmingdale, NY | 2007
- Promotions Assistant** | WAXQ-FM/Clear Channel | New York, NY | 2004 – 2007

EDUCATION, CERTIFICATIONS, COURSES & TRAINING

Web Development Coursework | New York Code + Design Academy | 2016

Digital Marketing Intensive | General Assembly | 2014

Professional Certificate, Digital Media Marketing | NYU-School of Continuing Professional Studies | 2012

Master of Science, Journalism | Quinnipiac University | Hamden, CT | 2004

Bachelor of Arts, Communication | University at Albany, State University of New York | Albany, NY | 2003

TECHNICAL SKILLS

Microsoft Office | Microsoft Excel | Microsoft Word | Microsoft Outlook | Microsoft PowerPoint | Google Workspace | Google Analytics | Power BI | Looker Studio | SQL | Asana | Jira | Confluence | CMS Software | WordPress | Squarespace | HTML | AWS | Adobe Photoshop | Microsoft Teams | Zoom | Slack | AI Tools (ChatGPT, Claude, Copilot)