

MATTHEW A. LISSAUER

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SUMMARY

Content, data, and digital operations professional with 10+ years of experience managing content operations CMS workflows, metadata, digital content, and marketing operations. Known for improving content and data quality, streamlining workflows, and partnering across business and technical teams to strengthen digital operations. Skilled in SaaS client onboarding, operational reporting, performance analysis, and CMS administration.

KEY ACHIEVEMENTS

- 🔗 **Strengthened Data Quality:** Led the automation of a long-standing movie title-matching process, reducing manual effort and human error by 90% while boosting data accuracy across digital systems.
- 🔗 **Improved CMS Workflows:** Enhanced internal CMS functionality and publishing workflows, increasing visibility into incoming content while reducing manual effort.
- 🔗 **Built Operational Reporting:** Developed Power BI dashboards improving visibility into content, data quality, workflows, and operational performance.
- 🔗 **Managed High-Performing Digital Content:** Maintained and optimized branded digital experiences generating 100K+ page views and 2K+ social shares.

AREAS OF EXPERTISE

Content Operations | Data Quality | Metadata Management | CMS Management | Workflow Optimization | Process Improvement | Cross-Functional Project Coordination | Operational Reporting | Business Intelligence | Content Testing & Validation | Partner & Vendor Coordination | Leadership | Organization | Oral & Written Communication | Attention to Detail

PROFESSIONAL OVERVIEW

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

- Led the automation of a long-standing manual movie title-matching process, reducing effort and human error by 90% while improving data accuracy across internal systems and partner integrations.
- Drove enhancements to NCM's internal CMS, improving workflows, content visibility, and serving as the primary subject matter expert for the CMS and movie database.
- Developed Power BI dashboards improving visibility into data quality, workflow status, and business performance.
- Standardized Noovie Trivia content operations by documenting workflows, creating templates, and improving operational continuity after a team restructuring.
- Optimized privacy compliance workflows by streamlining audit processes and managing consumer data permissions and privacy requests in accordance with current regulations.

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

- Managed CMS, metadata, and content workflows supporting NCM's consumer-facing digital platforms.
- Coordinated content, data, and system requirements across 3+ teams to improve operational efficiency.
- Supported branded content initiatives and recurring editorial features generating 100K+ page views and 2K+ social shares.

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

- Onboarded and trained studio and distributor clients on the company's SaaS movie-marketing platform, helping them successfully adopt it for digital marketing initiatives.
- Partnered with clients and internal technical teams to resolve platform, content, and usability issues, using web traffic, affiliate sales, and campaign reporting to improve performance and the overall customer experience.
- Managed digital marketing initiatives from setup and QA through launch, coordinating client requests and platform issues for campaigns reaching 100K+ users.

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

- Produced digital content, marketing, partnership, and promotional initiatives for an adventure travel startup.
- Doubled website traffic and user registrations through digital campaigns, content, partnerships, and outreach.
- Planned and directed all company participation 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 Excel | Power BI | Power Query | Google Analytics | Google Data Studio (Looker) | SQL | CMS Platforms | WordPress | HTML | Jira | Asana | Confluence | Microsoft Office | Google Workspace | Adobe Photoshop | AI Tools (ChatGPT, Claude, Copilot)