**LAUREN PISANI**

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**EDUCATION**

**Connecticut School of Broadcasting**

Radio and Television Broadcasting; Audio and Video Production*,* November 2016

Honors: **Recognized by Connecticut School of Broadcasting for Excellence in:**

*Dedication, Radio Performance, Talk Radio Performance, Sports Radio Performance, Audio Production and Imaging, Copy writing, Broadcast Journalism*

 **The City University of New York, College of Staten Island**

* Bachelor of Science Degree in Communications/Media Studies, June 2009
* GPA 3.4

**PROFESSIONAL EXPERIENCE**

**Omnicom Media Group**

***Media Reconciliation Specialist (July 2014-Present)***

* In charge of reconciling monthly and quarterly reports to ensure invoice payment.
* Responsible for identifying, tracking and clearing invoices.
* Extracting payment information from accounting media software-Donovan Data System.
* Identifying and communicating discrepancies to media teams.

 **MediaVest**

 ***Digital Reconciliation Junior Associate (June 2013-June 2014)***

* Reconciled Online Media inventory in MediaOcean system
* Ensured audit guidelines are followed
* Confirmed weekly/monthly performance reports coincide with billing
* Identified and requested revised invoices from media companies where discrepancies exist
* Actualized/reconciled publisher invoices with actual tracked delivery
* Collaborated with Re:Sources in securing timely receipt of media company invoices.

**Dial Global Radio Networks**

***Affiliate Services Coordinator (May 2010-April 2012)***

* Collected, processed and analyzed commercial clearance records for an industry leading national radio syndicator (Arbitron)
* Acted as a liaison between radio station clients and producer clients
* Conducted research and data using Counterpoint and Goldmine software
* Provided outstanding customer service to radio station clients and producer clients

**Macy’s Inc.**

***Sales Associate* (*July 2006-May 2010)***

* Processed all cash and credit transactions and handled customer sales inquiries
* Managed all promotional/service friendly aspects of selling floor
* Delivered prompt and efficient customer service and problem resolution

**Clear Channel Communications, WHTZ Z100 FM**

***Promotions Assistant (April 2008 – January 2009)***

* Conceptualized/launched special event campaigns for major vendors, AT&T, T-Mobile, NJ Lotto
* Generated innovative ideas/ads for Z100’s website events page
* Charged with full accountability for complete marketing/organizing of major events tabling
* Collaborated with Media Relations Department to host major corporate/community events
* Conducted marketing research and data entry using Promo Suite software

**VOLUNTEER EXPERIENCE**

**Bash Records, LLC**

***Social Media & Public Relations Intern (January 2013-June 2013)***

* Maintained social media websites for DJ’s, Producers, and Artists
* Responsible for organizing and researching new events for Artists and DJ’s
* Performed research via internet and data entry via Microsoft Excel

**AJ Epyx Productions, Independent Film “Dishonorable Vendetta”**

***Production Assistant (2009)***

* On set script supervisor
* Monitored time code for each scene
* Photography for press releases
* Responsible for set changes between each scene

**BROADCAST EQUIPMENT, SOFTWARE, AND RELATED SKILLS**

Adobe Creative Cloud, Adobe Premiere Pro, Adobe Audition CC 2017, iMedia Touch, NexGen 2.08, Shortcut 360, Compix GenCG, Panasonic AW-E650 Cameras, Ross Synergy 100 Video Switcher Controller, Mackie 1604-VLZ3 16-Channel Mixer, 12-Channel Radio Systems Millennium Broadcast Console, Master Control Room Procedures, Camera Operations, PC/Mac Savvy, Microsoft Office Suite

**ADDITIONAL SKILLS**

* Proficient in: Counterpoint, AS400, Goldmine, Promo Suite, Microsoft Outlook, Word, Access, Excel, PowerPoint, Lotus Notes, Media Ocean, Print Buy Toolkit, Prisma
* Experienced host of multimedia special events as well as experience in Public Relations Management. Proficient in all Social Media Platforms.