



Liza Viana

Communications Expert, Government Manager, CEO

lizapviana@gmail.com

(917) 406-9724

Overview: Energetic leader driven by big goals, high expectations | Highly skilled Communications specialist | Government manager experienced in municipal budgeting, driving government personnel to meet administration & resident expectations | Knowledgeable of state & federal policymaking & legislative processes | CEO, CFO, team leader | Marketer with more than 20 years of experience in digital marketing, communications, working with teams | Experience in private sector business administration & budgeting | 12+ years managing teams | Former national news and political journalist | Master's Degree in Public Policy, Bloustein School of Planning and Public Policy at Rutgers University.

PROFESSIONAL EXPERIENCE

Township Administrator (Municipal Manager), Berkeley Heights, NJ | 1/18-present

- Responsible for proper and efficient business administration of a town of 14,000+ residents
- Oversees all municipal departments
- Prescribes standards and rules of administrative practice and procedure
- Serves as personnel officer
- Leads municipal budget process with CFO
- Oversees all redevelopment projects and coordinated with Building Department, Engineer & other relevant departments
- Played an integral role in developing the 2022 Master Plan
- Launched a comprehensive social media and communications campaign to better inform residents of Township news

EDGE Creative Co. | New Providence, NJ & Amsterdam, NY | 6/15-12/30/19

CEO, Digital Media Strategist

- In charge of day-to-day operations of a marketing agency that specialized in higher education and digital learning.
- Oversees all personnel issues, company budgets and invoicing, employee benefits, etc.
- Lead business development specialist and client liaison.
- Oversees execution and measurement of internal and client campaigns, guiding teams in measuring, tracking, and optimizing campaign performance and results.
- Took a startup from being over \$100,000 in debt to making a healthy, consistent profit, with a client base that includes some of the largest educational companies in the world.

EDGE Creative Co. | New Providence, NJ & Amsterdam, NY | 9/14-12/15

CFO, Content & Social Media Strategist

- In charge of company budget, invoicing, personnel finances.
- Lead content strategist for web and print.

Yahoo, Inc. | New York City | 6/14-6/15

Homepage Editor

- Planned daily coverage and digital strategy with Yahoo front page editorial team.
- Coordinated content with section editors and senior editorial leadership.

Blogger, AOL's Political Machine (PoliticsDaily & HuffPost Politics predecessor)

- Wrote daily political blogs on 2008 presidential and congressional races, financial bailout, campaign finance, other topics. 11/08-6/09.



genConnect.com | New York, N.Y. | 2/11-7/2014

Senior Editor, Expert & Social Media Manager

- Team leader in charge of expert relations, communicating with experts and brands on content marketing and utilizing social media to elevate their brand.
- Content curation; oversaw all editorial content on genConnect.com, a site with more than 2,500 experts in food & wine, business & career, relationships, health & fitness, philanthropy; curated branded content on YouTube, YahooScreen.

Freelance Writer/Editor | New York, N.Y. | 7/07-7/14

Writer, Intellectual Property Watch, FOXBusiness.com, HSToday, FOXNews.com, Worth Magazine, National Guard Today, The Broad Side; published in Mashable.com, National Journal, Worth Magazine, Portfolio.com, Government Executive, Entrepreneur.com, Huffington Post.

- Covered politics and policy, small business and personal finance trends, technology, homeland security, intellectual property.

FOXNews.com | Washington, D.C./New York, N.Y. | 7/02-7/07

Political and National Editor, Copy Editor & Reporter

- National news editor: Assigned, edited original content, wrote all breaking news, organized projects, coordinated coverage with FOX News Channel.
- Political reporter: Lead writer for 2002 midterm elections & 2004 presidential elections, on-site reporter for 2004 Democratic and Republican conventions.
- Breaking news/enterprise reporter for U.S., World and Politics sections, homeland security correspondent.

National Journal Group | Washington, D.C./New York, N.Y. | 6/00-7/02

Political Reporter, Technology Daily

- Covered high-tech policy at federal and state level: Microsoft antitrust trial, homeland security, critical infrastructure protection, federal budgets, e-government, cyber security, election reform, Internet taxes, privacy, telecommunications and education. Attended congressional and Supreme Court hearings, interviewed lawmakers, lobbyists, agency officials, etc.

OTHER EXPERIENCE:

- Campaign Manager, Angie for Mayor; Yellin & Medeiros for Council | 4/18-11/18
- Vice President & PR Chair, Berkeley Heights, NJ Democrats Club | 1/18-12/18
- Safe Routes to School Grant Committee – Berkeley Heights, NJ | 9/18-12/18
- Content & Social Media Volunteer – Linda Weber for Congress | 8/17-3/18
- PR & Social Media - Poage/Medeiros for Berkeley Heights Town Council | 7/17-11/17
- PR & Social Media - Christian Klueg for NY State Senate | 5/14-9/16
- Researcher for book “Mothers Unite! Organizing for Workplace Flexibility and the Transformation of Family Life,” author: Jocelyn Crowley, Bloustein School of Planning & Public Policy, Rutgers
- Research Consultant - Andrew Saul for Congress | 9/07-11/07
- Sacandaga Protection Committee – PR chair for non-profit | 4/10-10/10

EDUCATION:

- Master of Public Affairs & Politics – Bloustein School of Planning & Public Policy, Rutgers University, New Brunswick, N.J. | Spring 2011
- Professional Certificate - International Affairs, New York University, New York, N.Y. | Fall 2005
- B.A. Journalism, Minor Government & Politics, Honors - University of Maryland, College Park, M.D. | May 2000

****References available upon request***