

Lisa Pietsch

Transmedia Storytelling & Family Travel Adventures

Lisa@lisapietsch.com

Experience

Social Media Manager at Titanium Tequila

March 2015 - Present (10 months)

Implementing social media strategy, coordinating with stakeholders across the company to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all of the company's products and services. Managing social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc. Managing presence in social networking sites including Facebook, Twitter, Vine, Instagram, Pinterest, YouTube, Google+, Tumblr and other relevant sites, and seeding content into social applications as needed. Engaging in dialogues and answering questions in social media outlets where appropriate. Monitoring effective benchmarks for measuring the impact of social media programs, and analyzing, reviewing, and reporting on effectiveness of campaigns in an effort to maximize results. Monitoring trends in social media tools and applications and developing and delivering monthly reports that track against key metrics of success.

Social Media Manager at Embajador Tequila

July 2014 - Present (1 year 6 months)

Implementing social media strategy, coordinating with stakeholders across the company to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all of the company's products and services. Managing social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc. Managing presence in social networking sites including Facebook, Twitter, Vine, Instagram, Pinterest, YouTube, Google+, Tumblr and other relevant sites, and seeding content into social applications as needed. Engaging in dialogues and answering questions in social media outlets where appropriate. Monitoring effective benchmarks for measuring the impact of social media programs, and analyzing, reviewing, and reporting on effectiveness of campaigns in an effort to maximize results. Monitoring trends in social media tools and applications and developing and delivering monthly reports that track against key metrics of success.

Chief Marketing Officer at Tequila Aficionado Media

February 2013 - Present (2 years 11 months)

Lisa uses her business management expertise, media background and strong interpersonal skills to manage and help grow this successful integrated media company, allowing the CEO to focus on strategic opportunities designed to accelerate Tequila Aficionado Media's growth. Tequila Aficionado has been

a leading resource in tequila culture for over 10 years. Tequila Aficionado's focus today is on expanding our media coverage and taking advantage of the increasing interest in tequila, mezcal and sotol through the production/publication of articles, books, interviews, podcasts, radio, video/TV, motion picture production and more. Lisa thrives in this fast-paced, rapidly evolving media company as a leader who achieves both major and minor initiatives, from annual plans to day-to-day deadlines. Key responsibilities include financial and operating performance, project management, quality assurance, deadline adherence, department leadership and support, and personnel development. Lisa also collaborates with the Founder, CEO and department leaders to determine and manage company strategy and goals, as well as to plan and develop new business initiatives.

Transmedia Storytelling & Family Travel Adventures at Lisa Pietsch & Family

September 2008 - Present (7 years 4 months)

Our lifestyle is our business. We are a family of influencers partnered with Disney's Maker Studios who cover the combined topics of social media management, fiction and non-fiction writing & content creation, healthy cooking & recipe creation, hackschooling (homeschooling with a modern twist), gaming, travel, RV lifestyle & digital nomadism, and the agave spirit industry & products. Contact Lisa to discuss how we can help you build your brand.

Social Media Manager at International Bestselling Author Lawrence Kelter

June 2015 - October 2015 (5 months)

Implementing social media strategy. Managing social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc. Managing presence in social networking sites including Facebook, Twitter, Vine, Instagram, Pinterest, YouTube, Google+, Tumblr and other relevant sites, and seeding content into social applications as needed. Engaging in dialogues and answering questions in social media outlets where appropriate. Monitoring effective benchmarks for measuring the impact of social media programs, and analyzing, reviewing, and reporting on effectiveness of campaigns in an effort to maximize results. Monitoring trends in social media tools and applications and developing and delivering monthly reports that track against key metrics of success.

Social Media Manager at John Locke, NYT Bestselling Author

March 2015 - August 2015 (6 months)

Creating & implementing social media strategy. Managing social media campaigns and day-to-day activities including online advocacy, writing editorial, social outreach efforts, promotions, etc. Managing presence online and in social networking sites including Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, and other relevant sites, and seeding content into social applications as needed. Engaging in dialogues and answering questions in social media outlets where appropriate. Monitoring effective benchmarks for measuring the impact of social media programs, and analyzing, reviewing, and reporting on effectiveness of campaigns in an effort to maximize results. Monitoring trends in social media tools and applications and developing and delivering monthly reports that track against key metrics of success.

Social Media Manager at Cheyenne McCray, NYT Bestselling Author

March 2015 - July 2015 (5 months)

Creating & implementing social media strategy. Managing social media campaigns and day-to-day activities including online advocacy, writing editorial, social outreach efforts, promotions, etc. Managing presence online and in social networking sites including Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, and other relevant sites, and seeding content into social applications as needed. Engaging in dialogues and answering questions in social media outlets where appropriate. Monitoring effective benchmarks for measuring the impact of social media programs, and analyzing, reviewing, and reporting on effectiveness of campaigns in an effort to maximize results. Monitoring trends in social media tools and applications and developing and delivering monthly reports that track against key metrics of success.

Writer at Yahoo! Contributor Network

May 2005 - August 2014 (9 years 4 months)

Contributing writer on various areas of expertise to include social media, marketing, author marketing, brand management, location independence, terrorism and military.

Social Media Manager at SOAH & El Perrito Tequilas

August 2012 - August 2013 (1 year 1 month)

Implementing social media strategy, coordinating with stakeholders across the company to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all of the company's products and services. Managing social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc. Managing presence in social networking sites including Facebook, Twitter, Vine, Instagram, Pinterest, YouTube, Google+, Tumblr and other relevant sites, and seeding content into social applications as needed. Engaging in dialogues and answering questions in social media outlets where appropriate. Monitoring effective benchmarks for measuring the impact of social media programs, and analyzing, reviewing, and reporting on effectiveness of campaigns in an effort to maximize results. Monitoring trends in social media tools and applications and developing and delivering monthly reports that track against key metrics of success.

Social Media Manager at Costa Pacifica

March 2012 - September 2012 (7 months)

Implementing social media strategy, coordinating with stakeholders across the company to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all of the company's products and services. Managing social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc. Managing presence in social networking sites including Facebook, Twitter, Instagram, Pinterest, Foursquare, and other relevant sites, and seeding content into social applications as needed. Engaging in dialogues and answering questions in social media outlets where appropriate. Monitoring effective benchmarks for measuring the impact of social media programs, and analyzing, reviewing, and reporting on effectiveness

of campaigns in an effort to maximize results. Monitoring trends in social media tools and applications and developing and delivering monthly reports that track against key metrics of success.

Co-Founder, Vice President and Managing Editor at SAXtreme Magazine at SAXtreme Magazine
September 2011 - May 2012 (9 months)

San Antonio Xtreme was a labor of love. Our magazine and associated websites and blogs promoted a fun, healthy, and adventurous lifestyle in and around San Antonio. It enabled us to encourage, inform and assist our readers in improving the most valuable thing they own - their health. SAXtreme provided free advertising to the 501c3 charities that support San Antonio's population while encouraging people to get out and run, walk, bike and be active for charity. Find free back issues of SAXtreme Magazine available for download at <http://saxtreme.com/>. SAXtreme is no longer in print.

Social Media Marketing Manager at Sapphire Blue Publishing
August 2011 - November 2011 (4 months)

Analyze, design and execute social media and advertising strategy for a small press publisher. Increased readership by 684%. Also responsible for analysis, creation and training in social media strategy for over 60 individual authors in all genres.

Author at Sapphire Blue Publishing
May 2008 - November 2011 (3 years 7 months)

Wrote and published five novels and novellas (3 action/espionage and 2 paranormal romance). Also completed a sixth manuscript in action/espionage. The three action/espionage novels were bestsellers.

Online Community/Project Developer at More Good Foundation
2009 - 2009 (less than a year)

Hand picked to recruit, select, hire and train content creators, coordinate with executive, technical and creative personnel to create a niche online community. Successfully selected top-notch talent, created in-house training materials for continuity and coordinated with all agencies and personnel to have community online and running effectively on schedule.

Online Community/Project Developer at Knackparenting
2008 - 2008 (less than a year)

Hand picked to recruit, select, hire and train content creators, coordinate with executive, technical and creative personnel to create a niche online community and develop an effective social media campaign to launch. Successfully selected top-notch talent, created in-house training materials for continuity and coordinated with all agencies and personnel to have community online and running effectively on schedule.

Managing Editor/Community Manager at Adoption.com
2007 - 2008 (1 year)

Hand picked to manage redesign, implement quality control processes, and execute social media outreach. Later responsible for recruiting, selecting, hiring and training content creators for this niche online

community. Successfully selected top-notch talent, created in-house training materials for continuity and coordinated with all agencies and personnel to have community running efficiently, effectively and with drastically improved outreach statistics.

Writer at LoveToKnow

2007 - 2007 (less than a year)

Online Community Manager/Managing Editor at Families.com

2005 - 2007 (2 years)

Grew an online community of 20 to a community of 20,000. Responsible for recruiting, hiring, training, managing and editing over 100 staff writers, 3 editors, 1 forum manager, 10 forum moderators. Responsible for designing and implementing social media strategy to propel positive growth while maintaining exemplary customer service practices and managing conflict resolution efficiently and effectively. Responsible for managing payroll and all associated records. Responsible for weekly financial, managerial and operational reporting to executive level personnel and developing, proposing and executing growth strategies. Responsible for coordinating the efforts of all organizational departments to include executive, technical, operational, social, promotional and content creation teams.

Assistant to the President at National Federation of the Grand Order of Pachyderm Clubs

2005 - 2006 (1 year)

Responsible for research, strategy, marketing, social media, promotion and outreach to local, state and national clubs. Leadership of club creation efforts in the United States. Coordination between local and state affiliates. Representing the organization at state and local functions. Regular reporting to executive committee and personnel. Research and maintenance of up to the minute political news and daily analysis of it's possible effects on organizational mission and goals.

Cascade County Chairman/Montana State Executive Committee at Major Political Party

2002 - 2005 (3 years)

Responsible for leadership and management of major political party encompassing a population of over 80,000. Responsibilities included planning of major events and fundraisers, coordinating community outreach efforts, management of office staff and volunteer personnel, creating and executing social media and traditional promotion strategies for city, county, state and national elections. Reporting to state Governor, Congressmen and Senators and well as members of the National Committee and others. Coordination with White House staff and Secret Service personnel. Serving on the city of Great Falls' International Relations committee and serving as a local ambassador to international representatives from former Soviet Block countries to include Russia and Kyrgyzstan.

Security Forces at US Air Force

February 1991 - September 1998 (7 years 8 months)

Security Force Leader/Security Controller responsible for leading and deploying large forces of 100+ personnel in support of multi-million dollar resources vital to national security; maintaining command,

control and communications with ground and air forces as well as coordination with key support personnel, general officers and base executive leaders; maintaining extensive knowledge of small, heavy and nuclear weapons systems; management of personnel and resources in both hostile and non-hostile environments worldwide. Extensive training in first aid, tactics, safety, management and leadership skills. Selected for and completed Federal Bureau of Investigation training in Hostage/Crisis Negotiation. Maintained extensive knowledge of foreign languages to include French, Spanish, Russian and others. Worked directly with British Intelligence (MI-5) in protection of both British and Jordanese Royal Family members.

Summary

- Education and experience equivalent to or greater than a Bachelors Degree
- 28 years of progressive experience and expert knowledge in marketing, public relations and communications.
- 15 years experience leading cross-functional teams and developing/executing/measuring social media strategies.
- Well versed in use of Microsoft Office products and other software to develop analyses, charts, learning modules and supporting documentation.
- Demonstrated knowledge of social media tools such as Facebook, Facebook Insights, Twitter, MySpace, Instagram, Vine, Riff, Tumblr, Google+, YouTube, HootSuite, Tweetdeck, Wordpress, Kickstarter, IndieGoGo, Linkedin, Plaxo, Radian6 and others.
- Extensive experience presenting/communicating to senior executives as well as ability to gain buy in.
- Development, implementation and analysis of social media/marketing strategic initiatives and action plans for key programs with enterprise-wide impact.
- Broad skills in leadership to include cross-functional teams of senior managers and professionals in support of strategic initiatives, optimization of productivity and effectiveness across major programs including workforce, finance, technology, customer service and integrated business operations, and managing team outcomes by developing key metrics and tracking progress and effectiveness. Specialties: Social media strategy/analysis, content creation, event promotion, branding, social networking, social program planning, social media management, community management, blogger outreach, social engagement, content curation & creation, creation and implementation of social media training programs. Niches: I specialize in social media marketing strategy and management of novelists and tequila brands. However, I will consider working in other areas if I have a passion for the product.

Publications

The Path to Freedom

Self January 2012

Authors: Lisa Pietsch

Book 1 in the Task Force 125 Series In the war on terror...sometimes the best weapon is a woman... Sarah Stevens is a washed-up military cop whose life is a shambles until she is offered a position as an agent with the CIA. The thirty-year-old, overweight, down-on-her-luck Stevens goes to a secret training camp where she is transformed into a sexy and deadly agent whose mission is to stop, by any means possible, the

financiers of terrorism against the United States and its allies. Sarah soon discovers that this is an exciting new life loaded with adventure, danger and undeniable temptations...

A Taste of Liberty

Self June 2012

Authors: Lisa Pietsch

Task Force 125 Book 2 Sarah Stevens finally has a life. Instead of the same old life with no man around who is worth the energy, now she has three! One she loves but cannot have, one she can have but cannot love, and another who wants her and doesn't care if she loves him. What's a girl to do?

Freedom's Promise

Self June 2012

Authors: Lisa Pietsch

Book 3 in the Task Force 125 series When a CIA operative is captured nobody is ever sent to save him. Seasoned paramilitary operative Vince Hennessee knew the risks but the only way he could move on with the life he had planned with Sarah Stevens was to put down Nikolai Federov once and for all. What he didn't expect was that Nikolai would find him first. Now it is up to Sarah and the rest of the American Swift team from Task Force 125 to find Nikolai and put together an armed strike force that can take out the Russian and rescue Vince before it is too late.

Howl

Self June 2012

Authors: Lisa Pietsch

Healer Rhiannon Quinn has always had a soft spot for werewolves. When her stepfather died of a silver bullet wound she determined to dedicate her life to finding a cure for the silver bullet curse. She studied herbs and magic but chemistry and alchemy were her obsessions. When Rhiannon's old friend Franny mentioned she needed help in her Las Vegas healing practice due to the influx of supernaturals frequenting The New Moon, Rhiannon packed a bag and moved to Vegas. She had no idea that fate would bring her obsession and her passion crashing together in the Nevada desert. Former police detective Ean Hemming left the force because of the politics. His position as head of security at The New Moon was a great gig with an excellent paycheck that allowed him to pursue his hobbies and take every full moon off. Little did he know that the pack leader of Las Vegas would be murdered and Ean would find himself up to his hackles in pack politics and supernatural rivalries. Just when he thought all was lost, the silver bullet that threatened his life would save his soul.

Stealing Liberties

Self October 20, 2012

Authors: Lisa Pietsch

With hefty bounties on Vince, Sarah and Will's heads the team has to be creative in finding a way to do their job as well as stay one step ahead of the powerful man who wants them dead. The way they choose is creative but it is also deceptive, inconvenient and very dangerous. A new guy who isn't at all what he seems must be brought into the fold. What happens when people start Stealing Liberties is likely to turn everyone's life upside down. But that may not be such a bad thing after all.

The Social Media Superstar Handbook

Lisa Pietsch Marketing May 21, 2013

Authors: Lisa Pietsch

This handbook is the combination of materials from my four online classes as well as several bonus materials and worksheets. This book is the product of five years on a steep social media for authors and book promotion learning curve. Any writer, whether published or unpublished, will be able to create a superstar author brand by starting with page one and working their way through the lessons in this book. I recommend applying yourself to the task thirty minutes per day but all of this can be done in less than a week if you need it that quickly. I can say this because my system has allowed me to do it for other authors in just a few days. Available in Kindle, paperback and all eformats.

Organizations

International Thriller Writers

Member

May 2008 to Present

The International Thriller Writers is an honorary society of authors, both fiction and nonfiction, who write books broadly classified as “thrillers.” This would include (but isn’t limited to) such subjects as murder mystery, detective, suspense, horror, supernatural, action, espionage, true crime, war, adventure, and myriad similar subject areas.

Heart of Denver Romance Writers

Newsletter Editor

January 2009 to November 2011

RomVets

Member

September 2008 to Present

Romvets was organized when a handful of former military women got together for a drink at the Romantic Times convention in St. Louis in 2002. Since then our ranks have grown to include more than a hundred veterans and active duty women involved the creative process.

Romance Writers of America

January 1997 to January 2014

Languages

French

(Limited working proficiency)

Spanish

(Limited working proficiency)

Russian

(Elementary proficiency)

Skills & Expertise

Writing

Editing

Blogging

Editorial
Newsletters
Social Media
Public Speaking
Social Media Marketing
Research
Copy Editing
Online Marketing
Social Networking
Small Business
Word
Wordpress
PowerPoint
Facebook
Microsoft Office
New Media
Publishing
Creative Writing
Web Content
Marketing Communications
Strategic Planning
Media Relations
Promotions
Content Management
Copywriting
social media strategy
Creative Writer
Marketing Strategy
Social Networking Sites
Proofreading
Line Editing
Book Marketing
Social Networking Strategy
Training Workshops
Conference Presentations
Magazines
Online Communities
Web Analytics
Freelance Writing
Advertising
Publicity
Publications
Publication Planning
Content Strategy
Digital Marketing

Web Content Management Marketing

Education

University of Great Falls

History/Political Science, 2001 - 2004

University of Maine

AA, Business Management, 1986 - 1988

Interests

Social media strategies; reading business, self-improvement and thrillers; mountain biking, cross country & downhill skiing, healthy cooking, fitness, bodybuilding, figure competition, foreign languages, adventure travel, coffee, tequila, margaritas on the rocks without salt.

Lisa Pietsch

Transmedia Storytelling & Family Travel Adventures

Lisa@lisapietsch.com



11 people have recommended Lisa

"I can attest to Lisa's expertise when it comes to efficient use of social media (SM) by Tequila Aficionado Media (TA). For instance... Since Lisa has joined TA, she has single-handedly changed the way we communicate with our readers and viewers over a wide range of SM platforms that makes TA much more approachable and engaging, as well as increasing our exposure throughout the Web and into 90 countries! This included switching our original custom website over to WordPress (a more writer and user-friendly site) that automatically allowed TA to become mobile ready. This strategy dovetailed beautifully with our branded QR codes that she developed for our video review series, Sipping Off The Cuff(TM). They link directly to each review on our website and they are posted with every episode. We encourage all the brands that participate in Sipping Off The Cuff(TM) to use these QR codes for FREE on all their POS materials, including brochures and shelf-talkers, so that their potential customers can simply snap the QR code with their smartphones to go directly to TA's reviews while they're shopping at their local liquor stores or supermarkets. This helps the consumer make more informed buying decisions when it comes to choosing an appropriate tequila and, by virtue of using our QR codes, gives the participating brand an edge and makes it much more accessible to them. This is just one example of the myriad of changes that were brought about by Lisa Pietsch's wise and savvy recommendations."

— **M.A. "Mike" Morales**, was with another company when working with Lisa at Tequila Aficionado Media

"Lisa's attention to detail is remarkable. She has a gift when it comes to marketing and helped me navigate the tricky and sometimes confusing social media world. Her advice and audience building advice was priceless and greatly helped increase my sales as an author."

— **Virginia Nelson**, reported to Lisa at Sapphire Blue Publishing

"Lisa is an extremely talented, productive and disciplined writer. Her fiction is well-crafted and compelling, with engrossing world-building and dialogue that is believable, emotional and often witty. Lisa and I worked together with author Heather Long on Seven Souls A Leaping for Sapphire Blue Publishing. Lisa has a special talent for focusing on the task at hand and getting it done with skill and efficiency. As the follow-up to her written works, her marketing ability is innovative and effective. She is generous in sharing her knowledge and has often created indispensable writing and marketing guidelines that are a benefit to any writer. I was privileged to work with Lisa and look forward to working with her in the future."

— **Kellyann Zuzulo**, worked directly with Lisa at Sapphire Blue Publishing

"Tough and exacting, Lisa is one of the best editors I've worked with. Her level of professionalism, continual support and personal integrity made writing for A.c a pleasure and increased both the quantity and qualities of posts on the site. I would happily work with her again ... anytime."

— **Sandra Hanks**, reported to Lisa at Adoption.com

"Lisa should write a book about how to be an effective manager. She anticipated what her bloggers would need and created a manual with step-by-step details of how best we could go about our jobs. It was priceless. When weird things came up that couldn't always be foreseen to put in a manual, Lisa was always available to answer any questions. Yet, she also knew how to be tough and keep us inline when we weren't following policy. She was perhaps the most on top of it/with it manager I've ever seen. I learned a lot from her, not just about the day-to-day and business aspects of blogging, but also the value of having an act together. It made a world of difference in the work environment and product."

— **Courtney Mroch**, reported to Lisa at Families.com

"Lisa worked quickly and had a tremendous work ethic as she managed the bloggers and community at Families.com. She was a huge piece of our success."

— **Nathan Gwilliam**, managed Lisa at Families.com

"I was honored to work with Lisa at Families.com. Her communications were always, clear, concise and valuable. She helped me to grow in my role and she was a pleasure to work with."

— **ANDREA HERMITT**, reported to Lisa at Families.com

"Lisa was my editor at Families.com. She managed a large community of freelance writers at the beginning of the website. She was always courteous and responsive to any questions I had. She was professional in all of the dealings I had with her."

— **Miriam Caldwell**, reported to Lisa at Families.com

"Lisa was great at communicating expectations clearly, responding to questions, and keeping the team on task. She was also very adept at problem solving, and creative."

— **Janet McMonagle**, reported to Lisa at Families.com

"Lisa was an excellent manager. She kept in constant communication, quickly responding to emails. She's professional, can multi-task like nobody I've ever seen and is extremely organized."

— **Nicole Humphrey Cook**, reported to Lisa at Families.com

"Lisa was an accessible manager with the ability to communicate her expectations very clearly. She set a high standard of professionalism while at the same time being willing to develop individual and flexible relationships with her writing staff. I would happily work with and for Lisa in the future."

— **Kori Rodley**, reported to Lisa at Families.com

[Contact Lisa on LinkedIn](#)