



Liz DeStefanis Rosenzweig

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Accomplishments

- ▶ Recruited by colleagues to join the founding teams of: indieex.com , Tzero, Inc., Siren Technologies and 360 Communications
- ▶ Completed Integrated Marketing Certificate at DePaul Kellstadt Marketing Center
- ▶ Wrote and created an interactive episodic series for middle-grade readers
- ▶ Collaborated to develop a pay-per-view video streaming solution
- ▶ Facilitated completion of a digital signage software product
- ▶ Partnered with internal and external stakeholders to develop customized solutions for Fortune 500 retailers
- ▶ Led projects involving implementation for prototype digital signage solutions
- ▶ Initiated, developed and managed over \$500k in revenue of multimedia projects
- ▶ Leveraged in-house broadcast functions to provide new media solutions for agency and corporate clients



Technical Skills

- ▶ Proficient in both Mac and Windows Office Suite
- ▶ Fluency with: Google Apps, Hootsuite, MS Project and Salesforce
- ▶ Qualified in the usage of customized tools related to crowdsourcing data inputs
- ▶ Writing/editing according to standards of: Associated Press Stylebook & The Little Brown Handbook



Life/Work Experience

PRESIDENT, [DIGITAL RSC, INC.](http://digitalrsc.com) • FEBRUARY 2012 - PRESENT

www.digitalrsc.com

INDEPENDENT CONTRACTOR:

Crowdsourcing Participant • September 2015 - Present
Appen, Inc., Helion Research, iSoftStone, Testbirds

- ▶ Evaluate search engine queries and responses, voice inputs and web content based on specific guidelines
- ▶ Review and rate of social media content /ads to support the measurement of data relevance
- ▶ Testing and debugging web sites and mobile applications

PROJECTS:

Co-founder, indieex.com • October 2014 - August 2016
A video streaming web site offering an alternative revenue source for independent artists.

- ▶ Social Media implementation, messaging and technology
- ▶ Project management of tech development: Back-end reporting, social media interface and front-end design
- ▶ Produced lyric video, 'College Girls'
- ▶ Co-writing and editing of blog, 'Lizzard's Lounge'



Writer/Creator,
"QwiffMasters: Los Fundadores" • April 2012 - July 2015
www.qwiffmasters.com

An interactive manuscript for tablet, multi-touch engagement.

- ▶ Currently in process of submissions for literary agent representation

FAMILY SUPPORT • JANUARY '2000 - 2014

WIFE & ADOPTIVE MOTHER:

- ▶ Re-located 3x: Washington, D.C., Tulsa, OK, Lincolnshire, IL
- ▶ Adopted a toddler from Bulgaria
- ▶ Learned how to be a therapeutic parent

PARTNER/PRODUCT MANAGER TZERO, • OCTOBER '99 - JANUARY '2000

DIGITAL SIGNAGE SOFTWARE DEVELOPMENT:

Software solution for creating multimedia content for digital signage systems.

- ▶ Wrote and programmed the help file for SignSuite 1.0

PROJECT DIRECTOR, SIREN TECHNOLOGIES • AUGUST '96 - DECEMBER '98

DIGITAL SIGNAGE FOR RETAIL ENVIRONMENTS:

Frankel & Company, an advertising/promotions agency, created a technical division to provide digital signage point-of-purchase solutions for clients.

- ▶ Participated as part of agency team to promote the early adoption of an emerging technology through the presentation of scalability, ROI projections and customized business cases
- ▶ Collaborated with retail design team to develop effective signage solutions to suit the retail environment, including layout, traffic flow and merchandising promotional goals
- ▶ Led a team of Project Managers & Assistants to implement digital signage solutions for McDonalds, Target & United Airlines

**CO-FOUNDER/V.P. SALES & MARKETING,
360 COMMUNICATIONS, CHICAGO, IL • 3/96 - 8/96**

NEW MEDIA CONSULTANT, EDITEL CHICAGO,, • 1/95 - 3/96

Elite coast-to-coast post-production house transitioning from traditional video to new media services.

- ▶ Served as primary project contact between technical and creative team members for retail and promotional web sites, including: Olympics and "Visa Gold Presents Elton John"
- ▶ Recruited and managed freelance resources to expand b2b services

V.P. SALES & MARKETING, SEDGWICK PRODUCTIONS, CHICAGO, IL,, • 7/91 - 12/94

Video production and post-production boutique company.

- ▶ Directed entry into new b2b revenue stream and built \$500k in sales meeting productions, training videos and interactive authoring projects

DIRECTOR CORPORATE SALES , CINEMAVIDEO CENTER, CHICAGO, IL, • 7/84 - 6/91

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Education/Certifications

DePaul University Kellstadt Marketing Center, Integrated Marketing Certificate, July, 2017

Loyola University of Chicago, B.S. Organizational Communications, 1985