

Nomination: 7043

LisaMarie Gaeta

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Stateside Affairs

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

LisaMarie Gaeta

Category

C01 - C16 Individual > C13 - Onboarding Professional of the Year

Individual Submission Format

Written Answers

a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required

LisaMarie Gaeta bravely joined the Stateside Affairs team in April 2020, advancing **REDACTED FOR PUBLICATION** to become one of our most principled employees. This unique social media and public relations manager shares in other roles including website management, companywide project management, and new business development, to name a few. With over a decade of marketing experience, she's passionate about social media marketing and has a strong background in managing social media across numerous industries. She strives to provide a quality experience over just quantity; her clients haven't only gained more followers, but have even been afforded direct ROI.

LisaMarie provides unique strategies to increase productivity and organization, track trends, and monitor growth/profitability. She's an award-winning writer, often acting as a ghostwriter or pitching stories to news outlets.

A summa cum laude graduate of RIT always looking to challenge herself, LisaMarie partook in a language pledge to only speak Italian during her collegiate study abroad immersion experience in Italy. Her undergraduate thesis, in which she conducted qualitative research via usability testing and interviews, earned a Top Paper Award at RIT's Conference for Undergraduate Research in Communication.

b. Outline the nominee's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

LisaMarie spearheaded our onboarding process, hand-selecting candidates, interviewing, and mentoring new employees who look up to her. LisaMarie attends professional development, business development networking, and marketing/communications tools webinars, and has led companywide **REDACTED FOR PUBLICATION** for new/existing employees so we can better use our resources. LisaMarie picked up our livestream software very quickly, she soon became our lead livestream producer, and trained team members on the platform.

Team members can rely on her to assist with their clients as well. She has taken on a project management role using Asana to assign tasks to team members, developed her own timekeeping spreadsheet for the team to help us oversee costs per client, and established a client status process ahead of vacations. LisaMarie organizes resources and recorded walkthroughs in Asana for new hires to reference when they begin the onboarding process and refer back to, which helps save us time.

LisaMarie leads her peers by example. She brought together stakeholders/leaders, including Lt. Governor Sheila Oliver, for the ribbon-cutting ceremony of the Housing Authority of Plainfield's newest apartments. She was honored to see her press release for HAP published on the DCA website. She helped transform the Housing Authority of the City of Elizabeth's website to the user-friendly/eye-catching one you see today at hacenj.com. The livestream she produced for their Jobs Plus program launch, which featured HUD officials, may be the only one of its kind ever produced by a housing authority in the nation, especially during a pandemic.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required

LisaMarie has propelled us and our clients forward and improved our operating procedures, with an overall goal to ensure our company's success. Her social media content calendar template has become the standard for our clients, helping to plan content up to a month in advance, something never possible before. LisaMarie ensures we keep track of all important deadlines, often assisting coworkers with their deliverables, and researches/secures funding/grant opportunities. LisaMarie helped secure our participation in a new local job training program, directly saving our company \$10,000 in the first six months.

LisaMarie upholds all of the values we foster as a company, exhibits the highest standards of public relations ethics, and is passionate about clients and employees alike. LisaMarie has grown tremendously during her time with us; even when something is outside of her comfort zone, she possesses the determination to tackle the task at hand, working overtime when necessary. She fosters professional relationships with clients, advising them on communications and marketing strategies that are in their best interests. We aim to utilize our skill sets in ways that benefit women/minority communities, as well as nonprofits, and LisaMarie is dedicated and goes above and beyond her job description for our clients and the worthy causes they represent, setting an excellent example for her peers. Alongside her client workload, LisaMarie procured nearly \$60,000 in business since March 2022, including Stateside Affairs' first client in Texas. She advises team members on procuring new business for themselves as well.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

LisaMarie's leadership on HACE's Jobs Plus campaign helped residents ultimately be offered employment. HACE was afforded a variety of coverage including features on HUD's website, News 12, and an exclusive video interview with Telemundo. HACE commended us in a video testimonial that speaks to the value she provided working with them.

LisaMarie's thoughtful planning and flawless execution of our Live with Stateside Affairs series positively showcased our livestream offering to potential clients, which covered important topics including women's entrepreneurship and COVID-19 vaccine information.

With LisaMarie's strategic direction, we were named one of the top three companies in the minority-owned business, woman-owned business, and public relations firm categories in NJBIZ's 2021 and 2022 Reader Rankings. LisaMarie developed our nomination for the 2022 Stevie Awards for Women in Business; we won the Gold Stevie® Award for Social Media Team of the Year. LisaMarie received a Bronze Stevie® Award in the Female Employee of the Year - Business category. She also developed our nominations for The 2023 American Business Awards®; we won the Gold Stevie® Award for Achievement in Web Writing/Content and a Bronze Stevie® Award for Achievement in User Interface Design for HACE's website. LisaMarie won a Silver Stevie® Award for Communications Professional of the Year and a Bronze Stevie® Award for Marketer of the Year.

LisaMarie also nominates her peers for individual awards in order to elevate us all as a team. Our team awards are even more special to us as a small woman/minority-owned company with a woman-led team.

Webpage Link

<https://www.linkedin.com/in/lisamariegaeta> (<https://www.linkedin.com/in/lisamariegaeta>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

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Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.facebook.com/StatesideAffairs/posts/pfbid024pHVm1Sn2cTnaDAEVSkPhMekk1SFmpEWro9dtuhshDnM7JJ4vAuoY7GpDqHVFNHnl>
(<https://www.facebook.com/StatesideAffairs/posts/pfbid024pHVm1Sn2cTnaDAEVSkPhMekk1SFmpEWro9dtuhshDnM7JJ4vAuoY7GpDqHVFNHnl>)

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Web Page Link 4

<https://www.facebook.com/photo.php?fbid=557212366411170&set=pb.100063672334952.-2207520000.&type=3> (<https://www.facebook.com/photo.php?fbid=557212366411170&set=pb.100063672334952.-2207520000.&type=3>)

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Web Page Link 5

<https://stevieawards.com/women/stateside-affairs-manasquan-new-jersey-united-states-stateside-affairs> (<https://stevieawards.com/women/stateside-affairs-manasquan-new-jersey-united-states-stateside-affairs>)

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Web Page Link 6

<https://stevieawards.com/aba/web-awards> (<https://stevieawards.com/aba/web-awards>)

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<https://www.facebook.com/watch/?v=930780974230355> (<https://www.facebook.com/watch/?v=930780974230355>)

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<https://www.nj.gov/dca/news/news/2021/approved/20211029.shtml> (<https://www.nj.gov/dca/news/news/2021/approved/20211029.shtml>)

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Web Page Link 10

<https://statesideaffairs.com/news/> (<https://statesideaffairs.com/news/>)

Supporting Document

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Would you like to add an additional supporting document?

Yes

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[REDACTED]

Would you like to add an additional supporting document?

No

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