

# Lauren Recchia

## Strategic Brand, Marketing, Design, & Content Leader

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### Overview

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Dedicated, proactive, and meticulously organized yet creative, energetic, and collaborative professional, with 18 years in brand, marketing, & creative services. If you need a passionate, innovative, and data-driven self-starter that thrives in a fast-paced environment in the consumer goods, retail, experiential, arts, health/wellness, & life sciences industries, I'm your girl!

### Experience

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#### Firefly Health | Brand Marketing Director

MARCH 2020 - SEPT 2022 | WATERTOWN, MA

- Launched all D2C and B2B paid/owned media strategies, and executed a brand refresh & website redesign to increase early stage data-driven brand awareness and engagement
- Built and led a successful creative marketing team from scratch and curated/managed all design and PR/communications agencies & contractors plus related ~\$2m budget
- Successfully reduced CAC by ~50% while almost doubling conversion rate in the first 1.5 years
- Executed a patient engagement & retention content strategy to support member experience team
- Led all payor and provider partner marketing work, and supported B2B lead gen & pitching efforts

#### Veritas Genetics | Senior Marketing Manager

FEBRUARY 2017 - DECEMBER 2019 | DANVERS, MA

- Managed all product, content, & event marketing, plus paid/owned media and brand strategies
- Led marketing team recruitment, growth, art direction, and project management
- Launched a re-brand, a new website, 3 new products, & an educational video series
- Oversaw the launch of many integrated marketing campaigns that led to exponential audience growth, engagement, and awards from Fast Company, MIT Tech Review, and CNBC
- Led planning and creative strategy for a 2-day promotional campaign to sell 1,000 product units, that ultimately sold out in 6 hours at ~25% of the allotted budget

#### The Verb Hotel | Marketing Director

MARCH 2015 - DECEMBER 2016 | BOSTON, MA

- Partnered with the Sales Director to increase revenue from \$5.7m in 2015 to over \$7.0m in 2016
- Single-handedly planned and executed all design/creative content, PR/communications, event, digital marketing, and brand experience projects and managed all related budgets and vendors
- Collaborated with influencers in the travel, fashion, music, art, food & beverage industries to more than double our social media followers and site traffic in a year

#### PUMA | Senior Brand Communications Manager

JUNE 2012 - FEBRUARY 2015 | BOSTON, MA

- Supported e-comm, trade, & retail marketing teams by defining the seasonal global GTM product marketing & comms strategy
- Developed & maintained all corporate and product brand strategy guides & documents
- Consulted on all global consumer insights projects and photo/video productions
- Managed/tracked the \$1m Global Brand Marketing budget

**PUMA | Trade Marketing Manager**

JANUARY 2010 - JUNE 2012 | BOSTON, MA

**Metropolis Creative | Senior Graphic Designer**

JANUARY 2008 - JANUARY 2009 | BOSTON, MA

**PUMA | Graphic Designer, Creative Services Manager**

MARCH 2004 - DECEMBER 2007 | BOSTON, MA

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## Skills

- B2B & D2C Integrated Digital, Brand, Consumer, Product, & Content Marketing
- PR, Communications, & Social Media
- Advertising & Campaign Management
- Graphic Design & Art Direction
- Creative Services, Production, & Event Planning
- Leadership & Project Management
- Adobe Creative Suite, Microsoft Office Suite (365), Slack, & Google Workspace
- CRM (Hubspot, MailChimp, ActiveCampaign, Constant Contact)
- Paid Ads (Facebook, LinkedIn, Spotify, Hulu, TikTok, Google Ads)
- Data Visualization and Analysis (Looker, Google Analytics & Data Studio)
- Monday.com, Asana, Trello, Basecamp, Jira
- HTML, CSS, SEO & CMS (Webflow, Drupal, WordPress, Squarespace, Wix)

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## Education

**University of Arizona / BFA in Visual Communications**

Tucson, AZ

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## Interests

- Crafting herbal/botanical health and wellness products
- Yoga, bodybuilding, biking, hiking, healthy cooking, and general fitness
- Advocating for nature conservancy, human rights, and animal welfare
- Making and listening to music, drumming, band booking and promotion
- Custom design, illustration, arts and crafts
- Motorcycles, road trips, camping, and bonfires