

Lauren Recchia

Strategic Brand, Marketing, Design, & Content Leader

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Overview

Dedicated, proactive, and meticulously organized yet creative, energetic, and collaborative professional, with 18 years in brand, marketing, comms, & creative services. If you need a goal-oriented, innovative, and data-driven self-starter that thrives in a fast-paced environment, I'm your left/right brain unicorn!

Experience

Self-Employed | Brand, Marketing, and Design Consultant

SEPT 2022 - PRESENT | SALEM, MA

- Brand identity and logo design, marketing and event collateral design, social media content, and website maintenance and content marketing for various freelance clients in the design, event planning, CPG, home improvement, health & wellness, and music industries.

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
- Managed all digital and content marketing project strategies and production
- Executed a patient engagement & retention content strategy to support member experience team

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

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, events, 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

- Collaborated with e-comm, trade, & retail marketing teams to define the seasonal global go-to-market brand comms stories and product marketing strategies
- Coordinated with all regional brand marketing teams and retail partners on key brand and product stories and strategies
- Developed & maintained all corporate and product brand strategy guides & documents
- Partnered with internal and external creative agencies on briefs and production for photo/video content, and digital, print, OOH, and in-store assets
- 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

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
- Brand Strategy, 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)

Education

University of Arizona / BFA in Visual Communications
Tucson, AZ

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