

Lauren Recchia

Strategic Brand, Creative, & Experiential Producer

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Overview

Seasoned and fastidious creative professional with 20 years of expertise in graphic design and marketing, now thriving in video game production. Adept at blending artistic vision with strategic insight to deliver immersive player experiences. Skilled in cross-functional collaboration, project management, and innovation, with a proven ability to adapt and excel in dynamic industries.

Experience

Epic Games | Senior Producer (contract), FN Music

JUNE 2024 - PRESENT | REMOTE

- Lead roadmap planning activities for complex FN Music concert initiatives
- Build and maintain project plans, schedules, resource allocation, and concert roadmaps
- Provide transparent communications on project status and risks to stakeholders
- Partner with multiple leaders across departments on priorities, requirements, and critical timelines
- Manage both internal and external development resources
- Improve and develop processes based on project retros and the needs of the teams and initiatives
- Shipped: Karol G MSB Fortnite (UEFN) and Fortnite Remix: The Finale (FNBR)

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, website maintenance, and content strategy for various freelance clients in the retail, design, event planning, CPG, cannabis, financial, 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

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

- Digital and Immersive Experience Production & Planning
- Integrated Digital, Consumer, Product, & Content Marketing
- PR, Communications, & Social Media
- Brand Strategy & Campaign Management
- Creative Services, Project Management, & Event Planning
- Adobe Creative Suite, Figma, Sketch, InVision, Miro
- 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, Asana, Trello, Basecamp, Confluence, & 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 🏍️