Lauren Recchia

Strategic Brand, Marketing, Creative, & Experiential Producer

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Overview

Seasoned and fastidious creative professional with 20+ years of expertise in brand strategy, product marketing, and creative production. Adept at blending artistic vision with strategic insight to deliver inspirational brand and consumer experiences. Skilled in fostering collaborative team cultures and facilitating strategic alignment with executive stakeholders, with a proven ability to adapt and excel in many dynamic global industries.

Experience

Epic Games | Senior Producer (contract)
JUNE 2024 - PRESENT | REMOTE

- Lead roadmap planning activities for complex FN Music and FN Event initiatives
- Build and maintain project plans, schedules, resource allocation, and 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 Remix: The Finale, Dance with Sabrina, Daft Punk 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, website maintenance, and content strategy for various freelance clients in the retail, design, event planning, CPG, cannabis, financial, health & wellness, and music industries.

Quicken | Web Producer (contract)
FEB 2024 - MAY 2024 | REMOTE

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
- Defined multi-year brand and growth strategy across D2C and B2B channels, aligning executive leadership, product, and sales teams
- 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 relevant influencers to 2x our social media followers and site traffic in a year

PUMA | Senior Brand Communications Manager
JUNE 2012 - FEBRUARY 2015 | BOSTON, MA

- Defined and led seasonal global product marketing & comms strategy in collaboration with consumer insights, e-comm, trade, & retail marketing teams
- Developed & maintained all corporate and product brand strategy guides & documents
- Managed/tracked the $1m Global Brand Marketing budget
- Partnered with global teams across the world to localize global campaigns
- Developed product positioning and messaging frameworks aligned to target consumer segments
- Partnered with sales, product, and merchandising teams on seasonal launch strategy and GTM planning

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 🏍️