

Lauren Recchia

Strategic Brand, Marketing, Design, & Content Leader

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Overview

I'm a dedicated, proactive, and meticulously organized but creative, energetic, and collaborative professional, with 18 years experience, looking for a senior brand/marketing management role. I am your girl if you're looking for a passionate, innovative, and data-driven self-starter that thrives in a fast-paced environment in the consumer goods, retail, healthcare, wellness, & life sciences industries.

Experience

Firefly Health | Brand Marketing Director

MARCH 2020 - SEPT 2022 | WATERTOWN, MA

- Launched all social media channels and paid/owned media strategies, and executed a brand refresh & website redesign to increase early stage data-driven brand awareness and engagement
- Built a successful marketing/content 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 our 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
- Supported marketing team recruitment & growth and project managed all the team's work
- 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 and awards from Fast Company, MIT Tech Review, and CNBC
- Led planning and 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 executed all design, content, social media, PR/communications, event, paid/owned media, and digital marketing projects and managed all related agencies and vendors
- Collaborated with influencers in the travel, fashion, music, art, food & beverage industries to more than double our social followers and site traffic

PUMA | Senior Brand Communications Manager

JUNE 2012 - FEBRUARY 2015 | BOSTON, MA

- Defined the seasonal go-to-market product marketing brief & communication strategy
- Developed and maintained global brand guides for corporate identity and product branding, and produced all related brand manuals and strategy 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

Skills

- B2B & D2C Integrated Digital, Brand, Consumer, Product, & Content Marketing
- PR, Communications, & Social Media
- Advertising & Campaign Management
- Graphic Design & Art Direction
- Creative Services & Event Planning
- Leadership & Project Management
- Adobe Creative Suite, Microsoft Office Suite, Slack, & Google Workspace
- CRM (Hubspot, MailChimp, ActiveCampaign)
- 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 and botanical health & wellness products
- Yoga, bodybuilding, snowboarding, biking, and general fitness
- Hairless cats and brindle pups
- Making music, drumming, band booking, and promotion
- Custom design, illustration, arts and crafts
- Motorcycles, road trips, camping, and bonfires