

# Lisa Papada

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## WORK EXPERIENCE

**Freelance** • Remote • 02/2024 - Present

**Senior Marketing Consultant**

*Freelance*

- Leading Functional Fitness Client:
  - Conducted full email and SMS audit
  - Led launch of 10+ automations and customized user data for 30+ email templates
  - Implemented 10+ SMS templates
  - Educated on how to understand data analysis
  - Integrated direct mail partner in Iterable for multiple locations
- Seed Subscription Client:
  - Developed retention strategy for client
    - Increased retention by 5% in 3 months
  - Conducted full communications audit
    - Increased email engagement by 3% to 18% MoM
  - Provided a long-term strategy guide inclusive of cross-sell, up-sell, win-back, and retention guides
- In General:
  - Provides strategic planning, ideation, coaching, and optimization for new & current cross-channel (email, web, push, social, SMS, direct mail, etc.) programs, personalization efforts, and overall marketing calendar planning for lifecycle and retention programs
  - Coaches on writing briefs for client's internal processes
  - Ensures recommendations have a clear and concise methodology and are appropriately scoped for impact, ease of execution, and confidence in results
  - Serves as a multi-channel growth subject matter expert and helping to identify the appropriate level of scope required per project

**Family Military Engagement** • Bahrain • 08/2023 - 02/2024

**Lead Household Mom**

- I am a military spouse and mom to 2 teenage girls. This pause was unexpected as we moved to adventurous surroundings in the Middle East.
- For security reasons, I chose to focus on family instead of working, but remained heavily engaged with the industry.
- Increased knowledge of SQL
- Attained HubSpot Certifications
- Increased HTML and JSON knowledge

**First Dollar** • Remote • 11/2021 - 08/2023

**Lifecycle Marketing Manager**

*Series A healthcare/fintech startup*

- Achieved consistent 100% deliverability
- Managed migration from ActiveCampaign to Iterable reducing timeline by full 30 days
- Increased email engagement 20% with optimizations to existing workflows
- Boosted clickthrough rates an additional 15% with collaboration from design team leveraging user data to inform UX
- Executed over 10 targeted communications strategies to enhance audience engagement and drive sales growth
- Served as the compliance expert across multiple channels including email, direct mail, SMS, push, and web
- Launched 4 internal and 2 external newsletters
- Standardized marketing campaign procedures, and introduced new KPI metrics for performance measurement
- Developed white-label coding for over 10 automations of marketing and transactional communications, tailored to each partner's requirements

**Bump Boxes** • Remote • 05/2019 - 09/2021

**Marketing Team Lead**

*Bootstrapped subscription startup*

- Delivered over 20% new subscriber growth in Q3 2021

- Launched 20+ custom products (target price: \$8–\$24) with promotions consistently achieving full sell-out
- Managed eight direct reports across creative, development, and revenue teams along with a portfolio of 5 vendors.
- Oversaw complete marketing calendar and revenue workflow priorities for cross-functional teams

#### **Email Marketing Lead**

- Drove 2% to 3% revenue growth (approximately \$30K/month) via AOV increases and up-sells
- Decreased churn by more than 50% (9% down to 4-5%) by incentivizing renewals
- Launched referral program with 12% average conversion rate
- Decreased average CS response time by 20 hours by implementing FreshDesk into new areas of the business
- Led renewal add-on program initiative for current subscribers adding 3%–5% revenue/month
- Launched mobile-first project for all lifecycle initiatives leading to a \$100k+ per month revenue increase
- Built and deployed a net new SMS program achieving ~10K opt-ins and ~\$18.5k in revenue per month
- Implemented processes and procedures as well as baseline KPIs for the marketing team
- Developed new subscriber promotions schedule with 6-month forward view reducing campaign costs to \$3/product, resulting in fully sold out campaigns

#### **Email Marketing Coordinator (acting lifecycle and retention SME)**

- Increased email engagement by 50% and revenue 10X within 3 months with deliverability solves
- Consistently drove 20% QoQ revenue increase after initial 3 months
- In partnership with leadership, established consistent brand voice across all marketing channels including lifecycle, social, affiliate, etc.

*Please see my [LinkedIn](#) for a full career profile or visit my [website](#) for past creative work, inclusive of Advertising at top-tier agencies.*

## **EDUCATION & CERTIFICATIONS**

### **Master Of Science in Communications**

Syracuse University • S.I. Newhouse School of Public Communications

### **Bachelor of Science in Advertising**

The Art Institute of California

Ad Club President, Art Grant Recipient, Merit Scholarship Recipient, Sheila Fox Scholarship Recipient, AiCASD Education Scholarship Foundation Recipient, NSAC Creative Director - Mary Kay, NSAC Sr. Copywriter Volunteer - Pizza Hut, Most Promising Multicultural Student Award Recipient

### **Certificates - Email Marketing, Inbound Marketing, Marketing Software, Growth-Driven Design**

HubSpot Academy