

Lisa Papada

Analytic Creative Leader

EMAIL

lisa.papada@gmail.com

PHONE

(619) 203-0696

WEBSITE

lisapapada.com

Skills

- Brand Management
- Digital Marketing
- Editorial and Content Management
- Content Management
- Email Marketing
- Mobile Marketing
- Project Management
- Content Development
- Content Strategy
- Creative Thinking
- Creativity
- Creative Problem-Solving
- Content Creation
- Strategic Planning
- Marketing Strategies
- Go-to-Market Strategy
- Creative Industries
- Growth Strategies
- Content management systems
- Google Chrome
- Microsoft Office Suite
- Telecommunications
- WordPress

Work Experience

Growth Marketing Team Lead

Bump Boxes

May 2021 – Sep 2021

Remote, NV

As Growth Marketing Team Lead, I optimized for efficiency.

Successfully managed and mentored our on-site marketing and creative teams in a remote aspect while working alongside our COO and CRO to increase revenue and optimize our UI/UX capabilities.

Utilized data analytics and testing to drive new customer acquisition, onboard new programs, and determine if we need new software solutions.

Relied heavily on cross-departmental communication with my direct and indirect reports.

Was able to scale, test new opportunities, and automate for efficiency. My team and I successfully increased new subscriber growth by over 20% in Q3 2021.

I led the creation and management of the Marketing Promotional Calendar, Revenue Workflow Calendar, created a Creative Team Workflow for feedback, Renewal Add-Ons Program, Item Upgrade Program, Subscriber Referral Program, Extension Program, and Cancellation Flow Updates. All programs successfully saw increases in revenue, LTV, and automation.

Programs we utilize right now:

Sprout Social, Canva, Asana, Klaviyo, Attentive, Adobe Suite, Slack

Email Marketing Team Lead

Bump Boxes

Jun 2020 – May 2021

Remote, NV

My role heavily involved data-driven strategizing so processes, tactics, and creative drive revenue growth, LTV, and conversions.

My responsibilities included successfully and effectively remotely managing my on-site team, organizing our Marketing Calendar and promotional products across multiple teams, as well as our Renewal Add-On and Item Upgrade programs.

In my role I am tasked with, but not limited to:

Leading and helping my email marketing team grow their knowledge of

Education

M.S.

Master of Science in
Communications – Advertising
S.I. Newhouse School of Public
Communications at Syracuse
University

B.S.

Advertising
The Art Institute of California – San
Diego

A.A.

Copywriting
Portfolio Studeo

Klaviyo

Strategizing and implementing methods for improvements

Pushing our overall email and SMS marketing strategy

Integrating and owning our SMS marketing capabilities with Attentive

Developing and present reports sharing weekly/monthly/quarterly
performance

Developing and implementing lead generation strategies

Analyzing & utilizing data via multiple data tools and cross-channel so
DOH stays lows and CAC is considered

Delegating and providing guidance to my team

Organizing and planning promotions

Working closely with our Operations team when planning promotions

Email Marketing Coordinator

May 2019 – Jun 2020

Bump Boxes

Remote, NV

My responsibilities included, but were not limited to:

Planning, developing, copywriting, designing, implementing, and
maintaining Bump Boxes' email marketing strategy in order to meet daily,
monthly, and quarterly goals with a new implementation of SMS
marketing within our email marketing, all while keeping Mom's state of
mind and needs as a top priority.

I was able to increase deliverability success and increase conversion rate
in my first 3 months. Email is now one of the Top 3 most profitable
channels for the company.

I work closely with leadership to help elevate email marketing while
coordinating a consistent brand voice across our B2C channels, as well
as help grow our other channels (ex. social, affiliate, etc) through our
email traffic.

In my first 3-months, I was able to successfully fix deliverability issues,
increase overall email revenue by 10% with most of the revenue attributed
to our flows, and reorganize a campaign cadence. By implementing a
mobile first strategy for emails and sign-up forms, I was able to grow our
Master List by thousands overnight and have consistently seen a 3-5%
increase in monthly growth with an increase in daily transactions
attributed to email.

My first holiday season with Bump Boxes saw record transactional and
session numbers for Cyber Monday and throughout the holidays
(exceeding 80 transactions/day, over 5% Click Rate, over 20% Open Rate,
and repeated visits to the site).

Marketing Supervisor - Contract

Old Dominion University

Feb 2019 - May 2019

Virginia Beach, VA

Helping the College of Arts & Letters - Comm, Theatre Arts Department organize and create a marketing plan with strategies that can help elevate their program throughout the community.

Career Pause

October 2018 - February 2019

Power in the Pause; Life evolves. My husband was extended to an 11-month deployment so I stuck my head down to finish my Masters degree, spend quality holiday time with our two girls, and make the most out of being together.

Lead Digital Copywriter/Digital Content Strategist

BCF

Feb 2018 - Oct 2018

Virginia Beach, VA

I helped lead the agency into the digital realm and implement processes to better help the agency succeed. I collaborated with agency leads on pitch decks, led concepting for digital and traditional executions, and worked closely with the interactive team to develop fluid UI/UX built around strong SEO. I helped implement SEM strategies for clients and bring in software to help with research and analytics. Clients: Aspen, BCF rebrand, Billings, Checkered Flag, Cumberland Valley Visitor's Bureau, Florida's Historic Coast, Limelight, Norfolk International Airport, Orangetheory Fitness, Rapid City, Virginia Beach CVB, Virginia's Blue Ridge, and New Business

Copywriter - AT&T Business Solutions

Organic | BBDO

Oct 2016 - Feb 2018

Dallas, TX

From videos, to display units, I collaborated with my team to concept and create B2B digital deliverables across various digital platforms and traditional placements. I was able to lead projects with third-party vendors and build relationships internally and externally ensuring communication stayed fluid. I consistently presented to the client, dissecting the process to help explain how the work would reach the goals of the campaigns.

Freelance Copywriter

Freelance

Aug 2016 - Oct 2016

Dallas, TX

Social and print for Avocados From Mexico, Bud Light Chelada, Mission Tortillas

Copywriter

Richards/Lerma

Nov 2015 - Aug 2016

Dallas, TX

From concepting, to leading projects with my AD, we worked from beginning to end on web, mobile, case studies, storyboards, social media, banners, pitch decks, OOH with third-part vendors and client developers

ensuring the look was on brand and the campaigns stayed on schedule.
Clients: Avocados From Mexico, MetroPCS, Dr Pepper, 7UP, Bud Light, Bud
Light Chelada, Total Wine & More, and New Business