

LISA PAPADA

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MARKETING DIRECTOR with eight years of success building, scaling, and optimizing innovative marketing strategies, with expertise in digital marketing, email marketing, product marketing, content marketing, and growth marketing domains. Highly skilled at achieving the optimum balance of strategy, creative, and analytics investment to achieve incredible growth outcomes. Draws on background in both agency- and client-side environments to empathize with multiple consumer perspectives. Basic proficiency in conversational French, Spanish, and Swedish.

CAREER HIGHLIGHTS

Rebuilt Email Marketing Program From the Ground Up – Bump Boxes’s emails had a severe deliverability problem. As the sole owner of the email channel, set goal of turning it into a top three B2C revenue producer. With the dev team and external partners at Klaviyo (ESP), updated, tested, researched, and optimized every aspect of the email program and website navigation to drive traffic. Enhanced segmentation, personalization, and automation while coaching the creative design team to enliven email graphics. Results included:

- Grew overall email revenue by 10% and conversion rate from 2% to 10%, driven by steady 3% to 5% monthly revenue growth
- Increased email open rate from 5% to 20% to 40% and click rate from 0.1% to 3% to 5%
- Consistently reached daily, monthly, and quarterly goals for transactions, session time, and conversion rate
- Expanded the master email list by more than 1,000 contacts in a single 24-hour period
- With the new strategy, generated record results during the first holiday season (2019), with more than 100 transactions (approximately . \$5K in revenue) during Black Friday and Cyber Monday, the first time since the company opened in 2012

Dramatically Increased New Subscriber Growth – In 2021, charged with developing creative strategies to generate new subscribers, each of which brings in \$45 average monthly revenue. Implemented the following changes, with highly positive results:

- Launched refer-a-friend program, which boosted new subscribers by five to eight people each week, with 12% average conversion rate
- Planned new subscriber promotions (three to five options/month) two quarters ahead of schedule, which reduced campaign costs to \$3/product, and regularly sold out of promoted products, representing 1,500 to 2,000 items sold in the promo period
- Developed and launched new opportunities to increase average order value (AOV)—including category-specific product up-sell suggestions and recurring item up-sell for new subscribers—that drove 2% to 3% revenue growth (approximately \$30K/month)
- Created and launched an extensions landing page to reduce subscriber churn by offering a free box with an extended six-month subscription as a deterrent to canceling
- Evolved website “contact us” page to direct to an advanced FreshDesk form, which increased social sentiment analysis and decreased the customer service team’s average message response time by 20 hours

Implemented Agency-Inspired Feedback Program – The creative team at Bump Boxes was overwhelmed with feedback and conflicting opinions that monopolized their time and prevented clear planning for the future. Drawing on prior experience in agency environments, introduced a private Asana Creative Board to capture and categorize feedback in real time prior to submission to channel leads. The new method saved approximately two hours/day of creative time. It also significantly reduced employees’ stress and increased confidence. As a result, on-time project completion rate increased, and many projects were completed days ahead of schedule.

Awards and Recognition – Gold ADDY Award (2016), Silver ADDY Award (2016), [Modern Copywriter Feature](#) (2015), National Student Advertising Competition (NSAC) 3rd Place District Award (2015), NSAC Special Judges Award for Best OOH Tactic (2015), and American Advertising Federation’s Most Promising Multicultural Student Award (2015).

PROFESSIONAL EXPERIENCE

BUMP BOXES, Fully Remote (HQ in Peoria, IL)

Drove elevated revenue and customer/subscriber capture through carefully crafted digital, email, social, influencer, lifecycle, and product marketing strategies. Managed up to eight direct reports (three teams: creative, development, and revenue) and a book of five vendors. Founded in 2012, Bump Boxes offers a subscription service with products for pregnancy and early child-rearing stages of life.

Team Lead, Growth Marketing, 05/2019 to 09/2021

- Worked in close collaboration with the COO, CEO, CRO, and other members of the leadership team to test new strategies, scale successful programs, measure success, explore merchandising opportunities, and automate daily processes for efficiency
- Launched 20+ custom products to market, priced competitively at \$8 to \$24 retail, all of which sold out during promo periods
- Achieved 20% or greater new subscriber growth in Q3 2021, prior to exiting the company

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PROFESSIONAL EXPERIENCE, cont.

BUMP BOXES, cont.

Email Marketing Lead (promoted from coordinator), 05/2019 to 05/2021

- Owned development, curation, and launch of the renewal add-on program (12 items per month) for current subscribers, which sold out all new product offerings (average quantity 200 to 300 items) and added 3% to 5% revenue/month (approximately \$10K)
- Reorganized campaign cadence by implementing a mobile-first strategy for emails and sign-up forms: achieved 286% YoY revenue increase (2019 to 2020), 174% increase (2020 to 2021), and \$750K revenue increase (July 2020 to March 2021)
- Launched the SMS program (Attentive) for the 2020 holiday season; immediately grew subscriber base by 10K in one month, followed by 40K more in the next three months (50K total in March 2021), with \$280K revenue attributable to SMS
- Integrated search engine marketing (SEM) practices within email marketing campaigns to increase deliverability success
- Instituted clear lines of communication between departments (Asana Projects), standard procedures for planning and executing marketing campaigns, and new KPI metrics to quantify performance for leadership reporting
- Promoted to lead role one year after joining, in June 2020

OLD DOMINION UNIVERSITY, Norfolk, VA

Marketing Supervisor, 02/2019 to 05/2019

In this short-term contract role, created a strategic marketing plan to be implemented for the 2019–2020 fiscal year. Implemented new software to enhance project management practices, saving faculty valuable time by automating tasks and improving communication.

COPYWRITING EXPERIENCE

BCF, Virginia Beach, VA | Lead Digital Copywriter and Content Strategist, 02/2018 to 10/2018

Developed custom-fit digital content integration packages for well-known brands in dozens of industries. Notable clients: Aspen, Orangetheory Fitness, Billings, Checkered Flag, Cumberland Valley Visitor's Bureau, Florida's Historic Coast, Limelight, Norfolk International Airport, Rapid City, Virginia Beach CVB, Virginia's Blue Ridge, and New Business.

- Developed fluid UI/UX, SEO/SEM strategies, and research and analytics targeted for the client's industry and market
- Brainstormed ideas for pitch decks, then led conceptualization phase for digital and traditional project executions

ORGANIC (parent company BBDO), Dallas, TX | Copywriter, 10/2016 to 02/2018

Created and curated digital deliverables across various digital platforms and traditional placements for AT&T's B2B sales channel. Led a series of projects with third-party vendors and collaborated closely with Hearts & Science (media subsidiary of BBDO). Delivered formal and informal client presentations to senior-level decision-makers, including leadership ECDs and the GSD.

FREELANCE COPYWRITER (Self-Employed), 08/2016 to 10/2016

Produced digital and print copy. Notable clients: Avocados From Mexico, Bud Light Chelada, and Mission Tortillas.

LERMA (formerly Richards/Lerma), Dallas, TX | Copywriter, 11/2015 to 08/2016

With an art director, completed branding projects that involved web, mobile, case study, storyboard, social media, and banner deliverables. Notable clients: MetroPCS, Dr Pepper, 7UP, Bud Light, Bud Light Chelada, Avocados From Mexico, and Total Wine & More.

ADDITIONAL EXPERIENCE

- Copywriting Intern, Publicis, Seattle, WA, 06/2015 to 08/2015
- Junior Copywriter, Fox Marketing Network, San Diego, CA, 04/2014 to 12/2014
- Office Manager, SDX (formerly San Diego Ad Club), San Diego, CA, 08/2014 to 11/2014
- Copywriting Intern, The MARCC Academy, San Diego, CA, 07/2013 to 09/2013

EDUCATION

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS AT SYRACUSE UNIVERSITY, Syracuse, NY

Master of Science (MS) in Communications

THE ART INSTITUTE OF CALIFORNIA, San Diego, CA

Bachelor of Science (BS) in Advertising | Studied Literature at University College London, London, England, UK