

**From:** [Leanne Mihalchik](#)  
**To:** [Matt Coogan](#)  
**Subject:** FW: 10 Elm Community Committee Volunteer Opportunity  
**Date:** Thursday, December 1, 2022 3:18:51 PM  
**Attachments:** [Lauren A Kurkul Resume.pdf](#)  
[Lauren A Kurkul Resume.pdf](#)

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**From:** Lauren Pire-Vocell <[REDACTED]>  
**Sent:** Thursday, December 1, 2022 2:22 PM  
**To:** Leanne Mihalchik <LMihalchik@town.boxford.ma.us>  
**Subject:** 10 Elm Community Committee Volunteer Opportunity

**External Sender**

Hello Leanne,

Nice to meet you. I'm writing to apply for the volunteer opportunity with 10 Elm. I am currently the Head of Marketing at [SecureSeniorConnections](#) (SSC), which is an online platform that's mission is to improve seniors' health and wellness through virtual activities and events.

Elder care has been a cause dear to my heart for years, volunteering at multiple nursing homes throughout the years. My current role at SSC is focused on building programs and communications to empower seniors to live their best lives. I have 16 years' experience in customer marketing, I have run many successful campaigns both digital and print that have driven engagement. I believe that my expertise in marketing and my role with SSC gives me a unique perspective that will add massive value to 10 Elm.

I'm very grateful that our town of Boxford is able to provide this Center to our senior community and am looking forward to helping in any way I can.

Please find my resume attached.

Thank you for your consideration.

Sincerely,  
Lauren Kurkul

[REDACTED]

# LAUREN A KURKUL

Dynamic, versatile, and insightful marketing professional with over 16 years of experience elevating brands and engaging diverse audiences through creative, personalized, and effective approaches that deliver superior results, exceed expectations, and enhance loyalty.

## KEY COMPETENCIES

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Customer Relationship Management (CRM) Expert	Elevate & Differentiate Brands Marketplaces	Effective Writer   Communicator Leader   Mentor
Audience Insights & Engagement	Email Marketing Expert	Energetic   Positive Outlook
SMS & Push Mobile Marketing	Competitive Intelligence Content Strategy	Problem Solver
Omnichannel Approach Global	Product Launches   Go-to-Market	Transparent   Open-Minded
Marketing Markets Creative Multi-Media Campaigns	Cross-Functional Collaboration	Curious Learner   Analytical Resourceful   Self-Directed

## EXPERIENCE

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**SecureSeniorConnections®**, Remote

APR 2022 - PRESENT

### Head of Marketing

- Build the B2B and B2C strategy and management of all marketing channels including email, print, paid search, web, and public relations and led and mentored a team of seven
- Built the onboarding communications strategy for new members, resulting in a 45% lift in new member retention
- Developed monthly campaigns focused on building healthy lifestyles for older adults
- Developed the content guidelines on how best to talk to the 60+ demographic
- Work with CEO on public relation and speaking opportunities to build brand reputation and awareness

**Jobble**, Boston, MA

JAN 2020 - AUG 2021

### Vice President of Marketing & Communications

- Created the strategy and management of all marketing channels including email, social, paid search, web, and public relations and led and mentored a team of seven
- Built the Push and SMS mobile marketing strategy from ideation stage through development resulting in 20+ customer journeys boosting customer retention by 75%
- Developed go-to-market strategy for B2C fintech banking solution and exceeded soft launch adoption goal by 60%
- Restructured email marketing program to improve deliverability from 20% to 99.9% while optimizing for engagement
- Partnered cross-functionally with the CTO to implement marketing automation software and tools
- Cultivated and deepened partnerships with businesses, media firms, and executives to build brand reputation
- Primary liaison for all media relations, including writing and publishing marketing collateral and press releases

# LAUREN A KURKUL



Flock, Boston, MA

JUN 2019 – JAN 2020

## Director of Self-Serve Marketing

- Developed a cross-channel marketing communications strategy for freemium SaaS tool resulting in a 40% increase in monetization
- Built the self-serve marketing team from the ground up and fostered positive relationships through effective communications, just-in-time training, and development coaching
- Assessed, motivated, and empowered my team to support retention and amplify professional growth within and outside of the organization
- Measured and reported team KPIs to leadership and recommended strategy shift resulting in 3x higher engagement levels across marketing communications

{IMPACTFUL} MARKETING, Boxford, MA

DEC 2015 – PRESENT

## Founder and Owner

- Build creative and impactful social media marketing strategies for SMBs, startups, and mid-sized companies to boost brand awareness, engage existing and prospective clients, and accelerate sales
- Implement and analyze social media presence on Facebook, Instagram, and Twitter, and create actionable metrics for clients to promote brand on social in the most cost-effective way
- Analyze customer insights to develop and launch personalized, segmented digital content strategies via web, email marketing campaigns, mobile, and blogs
- Create compelling promotional campaigns and landing pages for products and services in a variety of industries including SaaS, eCommerce, hospitality, and health and wellness
- Generate local buzz for targeted client events and consistently exceed attendance expectations

Endurance International Group, Burlington, MA

NOV 2014 – NOV 2015

## Digital Communications Manager

- Managed strategy and implementation of EIG brands marketing campaigns across a variety of medias including email marketing, social media, and website interactions
- Generated \$1M in incremental revenue in one quarter by leading a cross-functional team that developed and managed high-profile campaigns with strategic partners such as Google and Constant Contact

Momondo Group: CheapFlights.com, Boston, MA

NOV 2012 – NOV 2014

## North America Newsletter Content Manager

- Set content strategy for newsletter serving 3.2M email subscribers to optimize for open and click rates while ensuring messaging was personalized for stated preferences and behavioral metrics
- Led improvement strategy and implementation of newsletter template resulting in 50% increase in click-through
- Motivated a team of Newsletter Content Executives and primary interface to Newsletter Sales and Production teams

EF Education First: Go Ahead Tours, Cambridge, MA

MAR 2012 – NOV 2012

## Associate Digital Marketing Manager

Shoes.com (formerly Shoebuy.com), Boston, MA

MAY 2006 – MAR 2012

## Marketing Manager

# LAUREN A KURKUL



## EDUCATION

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Bachelor of Arts in History

Boston University, Boston, MA

2008

## MARTECH EXPERTISE

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Iterable

HubSpot

Salesforce Marketing Cloud

Pardot

MailChimp

Salesforce

Pendo

Hootsuite

SEMRush

Sprout

HTML

Google Work

Google Analytics

Amazon Web Services

Microsoft Office Suite

Adobe Creative Suite