

Lorenzo Falcone

STRATEGY | BUSINESS TRANSFORMATION | CUSTOMER EXPERIENCE | PROGRAM LEADERSHIP

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Executive Summary

Strategy and transformation leader with 20+ years of experience solving complex organizational challenges and driving growth. Connects strategy, technology, data, operations, and customer experience to improve performance. Proven leader of cross-functional initiatives, digital transformation, process optimization, and customer journey strategy, translating insights into scalable solutions and measurable results.

Core Leadership Skills

Strategic Planning & Execution | Business Transformation | Customer Experience & Journey Strategy | Cross-Functional Leadership | Strategic Initiatives | Program Management | Digital Transformation | CRM Strategy | Process Improvement | Change Management | Data & Performance Analysis | Vendor Management | Technology Implementation | AI & Automation

Experience

Content Marketing Manager, Achievement House

Exton, PA (Remote) | July 2025 to August 2026

- Led cross-functional initiatives spanning marketing, enrollment, technology, and operations to improve customer acquisition, engagement, conversion, onboarding, and organizational performance.
- Owned CRM and customer journey strategy, redesigning HubSpot workflows, lifecycle communications, lead management, and cross-functional processes across the enrollment funnel.
- Led technology and process transformation initiatives, including implementation of Aircall, workflow automation, service-level expectations, lead routing, and communication processes.
- Analyzed funnel performance, customer behavior, operational activity, and marketing investment to identify bottlenecks and provide executive leadership with strategic recommendations.
- Directed integrated digital strategy and managed external partners while strengthening accountability, technology governance, and alignment with organizational growth objectives.

Senior Manager of Content Marketing, Surgent

Radnor, PA (Remote) | July 2021 to February 2025

- Led cross-channel strategies connecting customer needs, business priorities, digital experiences, and content throughout the customer lifecycle.
- Partnered across teams to translate complex products and customer insights into clear value propositions, digital experiences, and strategic initiatives.
- Used customer behavior, search data, and performance analytics to identify growth opportunities and inform strategic decisions.

- Led teams and external resources while establishing scalable processes, workflows, and governance to improve operational efficiency and program performance.

Digital Marketing & Content Manager, Pipedream Marketing Lancaster, PA | November 2020 to July 2021

- Developed and executed multi-channel content strategies for clients across industries, supporting B2B and B2C marketing initiatives and driving lead generation and brand awareness.
- Managed content calendars, workflows, and campaign execution with emphasis on performance, timelines, client acquisition, and retention.

Senior Content Manager, Bravo Group Harrisburg, PA | April 2016 to July 2020

- Partnered with Commonwealth Charter Academy to build a comprehensive marketing strategy that contributed to enrollment growing from approximately 7,500 to more than 18,000 students.
- Developed integrated strategies connecting audience insights, organizational objectives, communications, digital channels, and customer acquisition.
- Managed complex initiatives involving internal teams, external stakeholders, creative resources, and vendors from strategy through execution.
- Translated research, audience behavior, and organizational priorities into actionable strategies designed to influence customer decisions and drive measurable outcomes.
- Planned and managed multimedia initiatives, including video and photography production, while coordinating teams, timelines, and external partners.

Managing Producer, PA Media Group Mechanicsburg, PA | March 2005 to December 2015

- Led a multidisciplinary operation of six reporters, six photographers, 25+ freelance contributors, and four interns, establishing accountability for performance, quality, and organizational objectives.
- Led teams through significant industry and digital transformation, adapting strategy, processes, and resource allocation to changing audience behaviors and business priorities.

Education

East Carolina University – Greenville, NC
Bachelor's Degree | 1999

Technology & Platforms

Google Analytics | HubSpot | WordPress | Workfront | Jira | Monday.com | Trello | Mailchimp | Campaign Monitor | Salesmsg | Google Data Studio | Microsoft Office | Google Workspace | SEMrush | AI Content & Automation Tools | AI-Assisted Workflows & Content Optimization | Adobe Creative Suite