

Lorenzo Falcone

STRATEGIC MARKETING LEADERSHIP | CONTENT STRATEGY | CUSTOMER EXPERIENCE

Bainbridge, PA | 717-870-3050 | zofalcone@gmail.com

[linkedin.com/in/lorenzo-falcone-b543a6101/](https://www.linkedin.com/in/lorenzo-falcone-b543a6101/)

Professional Summary

Strategic marketing and transformation leader with 20+ years of experience connecting content, customer insight, technology, and operations to advance business growth. Leads cross-functional initiatives spanning brand messaging, customer acquisition, CRM strategy, and lifecycle communications, translating business priorities into coordinated execution. Helped develop a marketing strategy that contributed to Commonwealth Charter Academy enrollment growing from approximately 7,500 to more than 18,000 students. Combines editorial leadership and hands-on delivery with experience modernizing workflows, implementing technology, and leading multidisciplinary teams.

Core Expertise

Marketing Strategy | Content and Editorial Strategy | Brand Messaging | Marketing Communications | Customer Acquisition | Customer Experience and Journey Strategy | CRM and Lifecycle Marketing | Digital Transformation | Marketing Operations | Cross-Functional Leadership | Program Management | Process Improvement | Performance Analytics | Vendor Management | Change Management

Professional Experience

Content Marketing Manager | Achievement House Cyber Charter School

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

Led integrated marketing and customer journey initiatives for a Pennsylvania cyber charter school, partnering across enrollment, technology, and operations. Managed external partners and one direct report, aligning communications, platforms, and processes with acquisition and family experience priorities.

- Redesigned HubSpot workflows, lead management, and lifecycle communications across the enrollment funnel to support coordinated follow-up, engagement, conversion, and onboarding.
- Led Aircall implementation and related process changes, including workflow automation, lead routing, service-level expectations, and communication practices.
- Analyzed funnel performance, customer behavior, operational activity, and marketing investment to identify bottlenecks and advise executive leadership on growth and process improvements.

Senior Manager of Content Marketing | Surgent

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

Led content strategy across channels and the customer lifecycle for accounting and finance education products. Partnered with internal teams and external resources to connect customer needs, product value, and business priorities through messaging and digital experiences.

- Created a company and product messaging map and editorial standards to give creative teams and vendors consistent direction on positioning, language, and style.
- Developed the Ultimate Guide to CPA Evolution, translating significant CPA Exam changes into practical guidance for accounting and finance exam candidates.
- Used search data, customer behavior, and performance analytics to inform content priorities; established workflows and governance to support scalable execution.

Digital Marketing and Content Manager | Pipedream Marketing

Lancaster, PA | November 2020 – July 2021

Managed multi-channel content strategy and campaign delivery for B2B and B2C clients across industries, coordinating calendars, workflows, and execution around client acquisition and retention priorities.

- Developed integrated content strategies supporting lead generation and brand awareness across digital channels.
- Coordinated campaign timelines, content calendars, and production workflows to align deliverables with client objectives and performance priorities.

Senior Content Manager | Bravo Group

Harrisburg, PA | April 2016 – July 2020

Led content and integrated marketing initiatives that connected audience research, organizational priorities, and customer acquisition. Coordinated internal teams, client stakeholders, creative resources, and vendors from strategy through execution.

- 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.
- Translated audience insights and research into actionable messaging and communications strategies designed to influence customer decisions.
- Planned and managed video and photography initiatives, coordinating production teams, timelines, and external partners across multimedia projects.

Managing Producer | PA Media Group

Mechanicsburg, PA | March 2005 – December 2015

Led a multidisciplinary editorial operation through industry and digital transformation, aligning audience strategy, production processes, and resource allocation with changing business priorities.

- Managed six full-time reporters, six full-time photographers, 25+ freelance contributors, and four interns, establishing accountability for quality and performance.
- Adapted team workflows and content delivery to changing audience behaviors and digital publishing requirements.

Education

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

Technology and Platforms

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