

Olivia St. Laurent, MBA, BSBA, CDMP, PCM®

📍 Methuen, MA

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SUMMARY

Performance-Driven Marketing Leader & MBA with a record of driving financial growth across various sectors. Experience spans in supervising cross-functional teams and executing high-velocity brand scaling and omnichannel strategies. Skilled in bridging corporate communications with market-facing initiatives to capture share and deliver ROI-focused business outcomes.

EXPERIENCE

Marketing Manager

Club Pilates North Broadway | July 2025 - Present

- Accelerated studio growth to 300+ members within the first 5 months by executing high-impact launch campaigns and localized community engagement strategies.
- Engineered a digital content strategy that generated 190,000+ total views, effectively positioning the studio as a market leader in the boutique fitness space.
- Optimized audience acquisition and retention, achieving a 40% non-follower reach for lead generation while maintaining a 57.2% follower view rate to foster brand loyalty.
- Directed end-to-end event management, from conceptualization to execution, for studio workshops and community pop-ups designed to drive foot traffic and membership conversions.
- Led creative direction for all brand assets
- Leveraged high-level data analytics to monitor campaign performance and member trends, presenting actionable insights to ownership to refine long-term business objectives.

Marketing Specialist (Manager Level)

Bake'n Joy Foods, Inc. | October 2024 - Present

- Drove \$21.6M in sales growth (9.8% increase) and spearheaded strategic marketing initiatives that expanded brand market share by over 58%.
- Achieved explosive organic growth within 90 days, including a 3,420% surge in social reactions, a 1,326.3% increase in impressions, and a 70% boost in total engagement.
- Directed the full lifecycle and production of 750+ multimedia assets, ensuring brand integrity and optimal resource utilization across all digital and print platforms.
- Spearheaded a comprehensive digital transformation, migrating 100% of legacy sales collateral to digital tools and increasing unique web visitors by 5.2%.
- Oversaw the strategic planning and execution of national, regional, and local trade show initiatives, managing complex budgets to deliver ROI-focused outcomes.
- Partnered cross-functionally with Sales, HR, and Executive leadership to align internal corporate communications with external, market-facing brand strategies.

Digital Marketing Specialist (Senior Specialist Level)

Pentucket Bank & River Run Bancorp | April 2022 - 2024

- Spearheaded long-term strategic planning and a comprehensive rebrand that aligned marketing, PR, and community outreach with core financial targets, contributing to the bank's growth to over \$1 billion in assets.
- Directed omnichannel digital strategies leveraging MarTech platforms to drive explosive engagement, including a 130% increase in Facebook interaction and a 70% increase in Instagram engagement.
- Led community relations and social impact initiatives, managing sponsorships and volunteer programs while presenting data-informed performance reports to the ELT, CRA, and Rate Committee.
- Designed and executed data-driven multi-channel campaigns tailored to banking products to increase brand awareness, foster customer loyalty, and strengthen community trust.
- Optimized marketing operations by managing agency/vendor relationships and promotional budgets, while mentoring interns in digital tools and creative development to ensure team scalability.

Webmaster

Salem Animal Rescue League | July 2022 - 2024

- Managing and overseeing the website & SEO.
- Driving engagement to the website as a primary marketing and fundraising source.
- Utilizing non-profit software for fundraising initiatives.
- Collaborating with team to develop and implement marcom campaigns.
- Redesigned website - 55k+ organic visitors and over 32k+ organic unique visitors in first 6 months.

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Marketing Assistant & Graphic Designer

Hallmark Cards, Inc. | August 2021 - April 2022

- Managed digital platforms and campaigns for a 25+ store portfolio, leveraging market trends & retargeting efforts.
- Increased email open rates and social presence by 30% while spearheading high-growth initiatives and a successful TikTok launch of over 40,000 organic views in first month
- Directed the full e-commerce lifecycle, from digital lead generation to order fulfillment and shipping management.
- Optimized marketing ROI by utilizing data analytics to evaluate performance and sharpen multi-channel strategies.
- Led cross-functional training and production, mentoring associates and coordinating the development of semi-annual brand catalogs.

Marketing Assistant

Chaucer Leather, Inc. | February 2021 - April 2021

- Grew social media audience by 500+ followers in one month through targeted organic growth initiatives.
- Produced high-quality digital content across diverse platforms, utilizing DSLR equipment for product photography.
- Managed end-to-end digital communications, including social media accounts and professional email correspondence.
- Executed visual storytelling strategies to enhance brand presence and ensure consistency across all channels.

Front End Associate

Market Basket | August 2016 - April 2021

Delivered exceptional service by resolving complex customer inquiries and maintaining a professional brand presence.

- Trained and mentored new staff on operational workflows, service standards, and company culture.
- Managed high-volume financial operations, ensuring 100% accuracy in cash handling, POS transactions, and daily reporting.
- Optimized front-end efficiency by managing customer throughput and returns during peak business hours.

EDUCATION

Master of Business Administration, Marketing

Fitchburg State University | August 2022 - August 2023

Bachelor of Science in Business Administration, Dual Concentration: Marketing & Management

University of Massachusetts, Lowell | September 2019 - May 2022

High School Diploma

Central Catholic High School | September 2015 - May 2019

CERTIFICATIONS

Professional Certified Marketer (PCM®) | American Marketing Association

Certified Digital Marketing Professional (CDMP) | Digital Marketing Institute

MA Board of Real Estate Educational Pre-License Certificate | New England Real Estate Academy

Google Ads Search Certification | Google

VOLUNTEER EXPERIENCE

Board Member, Board of Directors | Greater Salem Caregivers

Webmaster | Salem Animal Rescue League

Altar Server & Vacation Bible School Leader | St. Theresa Parish

After School Tutor | Lawrence Catholic Academy

Spirit of Giving Committee Member & Employee Engagement, Committee Member | River Run Bancorp MHC

ACHIEVEMENTS

Dean's Graduate Scholarship | Fitchburg State University

Rookie of the Year | Pentucket Bank

National Business Honors Society | Alpha Beta Gamma

Leadership Award: Co-President Chess Club | Central Catholic High School

SKILLS

- Omnichannel Strategy
- Leadership & Mentorship
- Data Analytics & Performance Reporting (ROI)
- Creative Direction & Visual Storytelling
- Regulatory Compliance & Public Relations