



Marketing Director | Growth Strategy | Multi-Channel Performance | Brand-to-Revenue Systems

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Professional Summary

Senior marketing leader with 15+ years of experience driving measurable growth across fitness, wellness, and lifestyle brands. Leads at the intersection of brand, performance, and operations, building marketing systems that connect acquisition, conversion, retention, and revenue. Known for aligning cross-functional teams, improving funnel efficiency, and translating data into clear strategic action that scales growth.

Core Expertise

Growth Marketing • Brand Strategy • Multi-Channel Campaign Leadership • Full-Funnel Conversion Strategy • Marketing Operations • Budget Ownership • Paid Media Oversight • Content & Social Strategy • Experiential & Community Marketing • Partnership Development • Cross-Functional Leadership • Marketing Analytics & Reporting • Creative Direction

Professional Snapshot

Director of Content & Creative | Urban Adventures Companies, Inc. — Washington, DC

Mar 2025 – Present

- Lead omnichannel marketing strategy and campaign execution across a multi-brand portfolio including VIDA Fitness, SweatBox, Aura spa, Bang Salon, VIDA Pilates, and Penthouse Pool Club.
- Drove 283% year-over-year growth in platform-attributed membership acquisition while reducing blended CPA by 57%.
- Scaled paid-driven Free Pass lead generation 12x year over year through campaign optimization, stronger messaging alignment, and improved conversion strategy.
- Oversaw allocation and optimization of a \$660K annual marketing budget across paid media, partnerships, creative production, and technology platforms.

- Built campaign planning frameworks and performance dashboards that improved visibility into lead-to-sale performance and increased cross-functional accountability.
- Aligned acquisition strategy to club sales close-rate benchmarks, helping drive a 30% close rate in January following performance restructuring.
- Delivered strong recent performance results in May 2026, including 772 Free Passes and 645 signups across Google and Meta, while total membership reached 15,619 vs. 15,392 in May 2025.
- Led high-visibility partnerships and brand activations including VIDA Thrive 5K, Capital Pride, and WorldPride.
- Served as primary point of contact for earned media across VIDA and Penthouse brands, managing inbound requests from producers and networks including TLC's Baylen Out Loud, The Real Housewives of Potomac, FOX 5, and WUSA9, overseeing full production logistics (staff coordination, location paperwork, on-site execution) for segments/features.
- Conceived and managed high-level brand partnerships with Live Nation, IMP Concerts, and Capital Pride, delivering exclusive member experiences and co-branded activations.
- Operate as strategic lead across paid media, social strategy, content production, influencer activation, reporting, and campaign execution within a lean multi-brand team.

Social Media Director | Urban Adventures Companies, Inc. — Washington, DC

Mar 2022 – May 2025

- Grew VIDA's total social audience by approximately 85% over tenure, adding 7,184 net new followers including 5,911 net Instagram followers.
- Generated 12.7M+ impressions and 84K+ engagements across Instagram, TikTok, and YouTube through integrated content strategy and performance-informed creative iteration.
- Directed multi-channel social and content strategy across brands, delivering consistent year-over-year growth in reach, engagement, and membership conversion.
- Established platform-specific storytelling frameworks, creative standards, and operating processes that scaled content output without sacrificing quality.
- Served as a central point of creative and strategic alignment across departments, translating business goals into executable content systems.
- Partnered closely with membership, wellness, and retail teams to ensure content directly supported acquisition, retention, and customer experience priorities.

Marketing & Creative Manager / Marketing Manager | Recreational Boating & Fishing Foundation — Alexandria, VA

2016 – 2022

- Led national integrated marketing strategy to grow participation in recreational boating and fishing across diverse audiences.
- Developed and produced creative across print, television, digital, and social channels, including a high-profile Disney Parks partnership with in-park activations and co-branded content.
- Managed agency and vendor relationships, creative approvals, budgets, and timelines while maintaining strategic and brand alignment.
- Oversaw analytics and performance reporting to inform optimization and demonstrate campaign impact.
- Led award-winning campaigns recognized by Neptune and ASAE Gold Circle Awards for innovation, diversity initiatives, and social impact.

Selected Results

- 283% YoY growth in platform-attributed membership acquisition.
- 57% reduction in blended CPA.
- 12x YoY increase in paid-driven Free Pass lead generation.
- 772 Free Passes and 645 signups generated across Google and Meta in May 2026.
- Total membership increased to 15,619 in May 2026, up from 15,392 in May 2025.

Education

- George Mason University, M.A. in Communications
- James Madison University, B.A. in Media Arts & Design

Certifications & Awards

- Google Analytics Certified
- Neptune Awards — Marketing Innovation, Diversity Initiative, Best Social Media Campaign
- ASAE Gold Circle Award

Languages & Tools

- **Languages:** English (Native), Spanish (Beginner)
- **Analytics & Platforms:** Google Analytics, Sprout Social, Meta Business Suite, Later, Motion, Yext, Widewail
- **Creative & Production:** Adobe Creative Suite, Canva, Figma, GitHub, WordPress
- **AI & Automation:** ChatGPT, Claude, Gemini, Perplexity, Copilot
- **Operations & CRM:** Asana, Google Business, Mailchimp, Microsoft 365, Salesforce, Yelp