

# MAGGIE BATTISTA

Storyteller, Strategist & Soul Leader | she/her

## CONTACT

001-508-254-4659  
battista@gmail.com  
maggiebattista.com

## EDUCATION

### ADVANCED EDUCATION

Boston University  
College of Communication  
Bachelor's Degree in Journalism

## STORYTELLING

A storyteller makes meaning of experiences and concepts, revealing ways to support the collective growth. Through storytelling, I help others connect within and allow possibility.

During the pandemic, I was the Marketing & Storytelling Advisor to *La Colaborativa*, the largest non-profit supporting Latinos in New England. I offered strategy and practices to raise \$500K in Q4 2020 and \$1M in Q4 2021. I personally raised \$35,000 in three months through my social media community.

## SKILLS

Marketing/Brand Strategy, Hospitality/Customer Service, Storytelling/Content Creation, Social Media, Community Growth, Event Design & Marketing, Writing & Editing, Revenue/Sales Growth, and Influencer Collaborations.

## SUMMARY

Intuitive storyteller with vast experience creating authentic messages & transformative experiences. Strategist motivated by prosperity for all & collective care. Embodied soul leader & mentor who centers compassion & possibility.

## WORK EXPERIENCE

### STORYTELLER, STRATEGIST, RITUALIST & MENTOR

MaggieBattista.com (Global + Boston)

#### 2020 - Present

Through consulting and program creation, I create content, courses, audio, newsletters, gatherings, and masterclasses to inspire soul leadership and soul work—activities that align to our essence—which aid aligning to purpose, developing emotional intelligence, and rejuvenating relationships. Clients include creatives, visionaries, leaders, and healers. Embody and inspire recalibration toward abundance, ease, coherence, and self-trust, which transforms teams and organizations. Also, opening GM and marketing director for *The Charles River Speedway*, a leading edge retail marketplace in Boston, and marketing advisor to *La Colaborativa*, the largest support organization for the Latinx community in New England.

### FOUNDER & CHIEF STORYTELLER

Eat Boutique (Boston)

#### 2007-2020

Eat Boutique was an award-winning online boutique, recipe & storytelling site, and pop-up retail market that featured artisan food, chefs, authors, and workshops for 25,000+ guests and 40,000+ customers. With Harvard University, designed market serving 8,000+ guests. Wrote 2 books, "Food Gift Love" (HMH 2015) & "A New Way to Food" (Roost 2019). Featured in *Boston Globe* and *Wall Street Journal*.

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## SOUL LEADERSHIP

Soul Leadership centers abundance, ease, self-trust, collective care, and compassion in order to meet the emerging needs of conscious business and new paradigm living. Soul Leaders allow the most integrated self (the soul) to lead in life and work. Soul Leaders choose to walk *The Self-Love Path* of (a) self-awareness, (b) self-healing, and (c) self-actualization. This path allows you to repair relationships, discover that purpose is ever-unfolding, and welcome each opportunity as an invitation to come into your fullest expression.

## REVERENCE

Currently, I live and work from the original, unceded land of the Pawtucket people. I was born on the land of the Mohican and Lanape people. I give respect and reverence to all those who came before me.

## WORK EXPERIENCE

### HEAD OF COMMUNITY

Here, A Nokia Company (Boston + Germany)

**2012-2015**

Guided community engagement for the largest team of mapmakers on the planet: 6,000 people in 55 countries. Designed systems to facilitate map reporting. Became thought leader and advocate for community internally.

### MANAGING DIRECTOR

Haven in Paris (Boston + France)

**2010-2012**

Directed sales, operations, marketing, business development, and customer service for 7-figure luxury vacation rental company in Paris, Provence, and Italy. Led business growth, including growing revenues and occupancy rates. Led hospitality program, sales, and social media on the ground and remotely. Edited the Haven in Paris blog, a top 10 blog on Paris for anglophiles.

### DIRECTOR OF COMMUNITY & SOCIAL MEDIA

TripAdvisor (Boston + United Kingdom)

**2008-2010**

Managed community engagement and support for USA, Europe, and India. Ensured member-to-member features defined TripAdvisor as the leading travel community. Developed engagement programs for community evangelists, which grew by 300%. Introduced a help system for active members to participate in community moderation, reducing costs by more than 50%. Integrated Sales Force into daily operations. Directed all social media programs. Created communications for core community.

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## ADDITIONAL STUDIES

Thousands of hours studying and practicing: human design, astrology, the Mayan Sacred Calendar & cosmology, breath work, soul center medicine, the gene keys, the lunar cycles, anti-racism, decolonization, feminism, intuition, self-awareness, collaboration across timezones, meditation, presence, the vedas, Ayurvedic cuisine, Iyengar & restorative yoga, soul tarot, the Akashic records, indigenous wisdom practices, dream study, Ceremonial Cacao as medicine, ancestral reverence, energy & receptivity, somatic attunement, the inner voice or soul's voice, audio & video creation, storytelling, deep listening, nourishment, and rest.

## WORK EXPERIENCE

### GENERAL MANAGER

Winston Flowers & Garden (Boston)

**2004-2007**

Managed three-acre garden center, flower shop, and home store, with 35-person team. Lead P&L and vision for largest retail outlet, with annual revenues of \$4M. Responsible for generating \$500K in sales over previous year in first year. Designed organics for high-profile businesses and residences. Guided floral, garden, and event design for weddings, special events, and corporate clients.

### DIRECTOR OF PRODUCT MANAGEMENT & USER EXPERIENCE

Lycos, Matchmaker, Tripod (Boston, Mexico + Spain)

**1998-2004**

Managed operations, creative direction, and roadmap for Matchmaker (top 5 dating community), Tripod (top 10 visited website), and Angelfire (largest website building community). Lead product managers in developing requirements through the product life cycle. Organized focus groups to evaluate product efficacy and share user feedback. Funneled user feedback back into the product life cycle. Led user experience research. Guided collaboration during the ownership transfer to Terra.