

Stacie J. Lydia

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Strategic brand leader with nearly 20 years building and evolving brands into category leaders across complex, competitive markets. Known for leading high-stakes brand refreshes, including the sixth rebrand in Tylenol's history, and building integrated campaigns that shift awareness, consideration, and acquisition at scale. Brings the strategic clarity to define where a brand needs to go, the creative instinct to get it there, and the operational discipline to manage \$15M+ budgets and cross-functional teams.

CORE COMPETENCIES

Brand Strategy & Positioning | Integrated Campaign Management | Brand Refresh & Identity | Multicultural Marketing | B2B & B2C Marketing | Budget & P&L Management | Consumer Insights | New Business Development

PROFESSIONAL EXPERIENCE

UNIWORLD GROUP, INC (UWG) Denver, CO (Remote) May 2025 to Present

VP, Group Account Director: TD Bank, Pernod Ricard, Northwestern Mutual, New Business

- Oversee brand strategy across four accounts spanning financial services and CPG, managing integrated campaign delivery, client relationships, and team performance across all accounts simultaneously.
- Led three successful new business pitches in six months, expanding agency revenue and brand portfolio.
- Restructured account and brand teams to improve campaign delivery, workflow efficiency, and client satisfaction.
- Present quarterly brand performance reviews and revenue forecasting to senior leadership to track fiscal accountability and margin goals.

BARKLEYOKRP Denver, CO (Hybrid) June 2024 to March 2025

VP, Brand Lead: UCHealth, Surest (a United Healthcare Company), Optum

- Led full-funnel brand strategy and media planning for UCHealth, aligning audience segmentation, channel mix, and messaging to grow brand awareness and patient acquisition in a competitive regional healthcare market.
- Partnered with Surest (UnitedHealthcare) to build and test brand value propositions across B2B and B2C segments, translating consumer research into positioning that fed directly into paid media and sales enablement.

WALTON ISAACSON Los Angeles, CA (Remote) November 2022 to May 2024

Group Account Director: PNC Bank, Visa, Pepsi, The Home Depot

- Led integrated PNC Bank brand campaign targeting the Black consumer segment, driving a 20-point increase in site traffic and measurable brand awareness growth.
- Architected The Home Depot's Retool Your School program, an integrated digital, social, influencer, and events platform supporting HBCU campus improvement grants that strengthened brand equity with multicultural audiences.
- Built Visa's brand partnership strategy to identify, vet, and activate partnerships that drive audience awareness and consideration.
- Managed the Pepsi Dig In Day social program an annual program supporting Black-owned restaurants. The 2024 program doubled engagement and impressions from the previous year with a 79% increase in site traffic driven by strategic partnerships and content creators.

FORTNIGHT COLLECTIVE ADVERTISING Boulder, CO October 2021 to November 2022

Senior Brand Director: Crocs, Community First Foundation

- Delivered brand strategy and campaign execution for Crocs, exceeding agency profit margin targets by 8% on average.
- Managed SOWs, assigned creative and strategy resources, and navigated complex scope negotiations to deliver work on time and on budget.

DONER ADVERTISING Denver, CO September 2020 to October 2021

VP, Brand Lead: Tylenol, Aveeno Baby, Peppcid

- Directed the Tylenol brand refresh, the sixth in brand history, which spanned new communications architecture, brand identity, and an international creative campaign across paid and owned channels.
- Developed Aveeno Baby's Eczema Equality platform, an awareness initiative addressing eczema across diverse skin tones; shortlisted for Cannes Lions.
- Managed \$15M+ budgets across three consumer health brands; led team to a mid-year procurement score of 4.8/5 vs. agency average of 3.6, with direct client name recognition.

PINNACOL ASSURANCE Denver, CO

January 2018 to April 2020

Brand and Marketing Director

- Increased application leads by nearly 40% from 2018 to 2019 through targeted brand and acquisition campaigns.
- Grew brand awareness by 10+ points year over year through a multi-channel campaign spanning traditional, digital, social, events, and community partnerships.
- Led a full brand refresh including new platform development, positioning research, brand identity, and style guide.
- Reported directly to the CMO, leading all brand marketing strategy and execution with three direct reports.

HLK ADVERTISING AGENCY Denver, CO

February 2014 to November 2017

Account Director: SCL Health (now Intermountain Health)

- Partnered with agency ownership to open the Denver office; SCL Health account drove 70%+ of total office revenue.
- Grew SCL Health brand performance by nearly 5 points in the Denver region through a multi-million dollar traditional and digital program.
- Exceeded new primary care patient appointment goals by 10%+ year over year through a physician digital and social campaign.

THE INTEGER GROUP Denver, CO

April 2011 to February 2014

Account Supervisor: Procter & Gamble

- Increased U.S. sales on the P&G / Rite Aid Olympic program by 20% through customized in-store displays and an integrated marketing plan.
- Achieved 95% national aisle compliance vs. industry average of 75%.
- Won the Design of the Times Award for Innovation for Clairol Nice 'n Easy Foam Hair Color.

EARLY CAREER

- **KGB TEXAS COMMUNICATIONS** | Account Director: Republic National Distributing Company, Insperity 2010 to 2011
- **GLOBALHUE** | Management Supervisor: Jeep, Chrysler Financial, U.S. Navy, Walmart 2002 to 2010
 - Grew U.S. Navy scope of work by 50%+; won multiple awards including Caddy Award, Latin Marketing Award, and Urban Wheel Award for Jeep campaigns.

EDUCATION & CERTIFICATIONS

Howard University, Washington, D.C.

BA, Communication | Minor: Business Administration

Google Analytics | HubSpot Inbound Marketing | HubSpot Ecommerce Marketing