

Stacie J. Lydia

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BRAND MARKETING LEAD | BRAND STRATEGY | INTEGRATED MARKETING | P&L OWNERSHIP

SUMMARY

Brand marketing leader with two decades leading brand strategy, positioning, and integrated campaigns across healthcare, financial services, and CPG, in-house and agency-side. Led the sixth rebrand in Tylenol's history and built Aveeno Baby's Cannes Lions shortlisted Eczema Equality platform. Owns brand budgets and converts them into measurable awareness, acquisition, and revenue growth. Builds and leads cross-functional teams across creative, media, CRM, and analytics, and turns consumer and cultural insight into platforms that grow brands.

CAREER HIGHLIGHTS

- **Brand transformation:** Led Tylenol's sixth rebrand, spanning communications architecture, brand identity, and international campaign, within a \$15M+ consumer healthcare portfolio at Doner.
- **Acquisition & brand health:** Grew application leads nearly 40% year over year and lifted brand awareness 10+ points leading brand and marketing in-house at Pinnacol Assurance.
- **Culturally led growth:** Delivered a 20-point lift in site traffic and awareness for PNC Bank and doubled engagement year over year for Pepsi Dig In Day through creator and partnership content.
- **Business results:** Beat client revenue and growth targets by 10% across Northwestern Mutual and Pernod Ricard, and earned a 4.8/5 client procurement score against a 3.6 partner-agency average at Doner.

CORE COMPETENCIES

Brand Strategy & Positioning | Brand P&L Ownership | Revenue & Business Growth | Go-to-Market & Product Launch | Consumer Insights & Research | Integrated & Multichannel Marketing | Multicultural & Inclusive Marketing | Executive Stakeholder Management | Cross-Functional Team Leadership | New Business Development | Consumer Healthcare Marketing

PROFESSIONAL EXPERIENCE

UNIWORLD GROUP, INC. (UWG) Denver, CO (Remote)

April 2025 to Present

VP, Group Account Director (Brand & Integrated Marketing Lead)

Brand portfolio: TD Bank, Pernod Ricard, Northwestern Mutual | Team of 8 | Quarterly reporting to senior leadership on awareness, engagement, and revenue

- Beat revenue and growth targets by 10% across the Northwestern Mutual and Pernod Ricard portfolios by owning integrated brand strategy from positioning through media activation and performance reporting.
- Generated \$2M+ in direct agency revenue growth by winning three new business pitches in six months.
- Restored the Pernod Ricard account to near double-digit profitability after months of losses by realigning staffing and integrating AI to drive efficiency gains.
- Drove policyholder acquisition and brand consideration for Northwestern Mutual by launching a multi-channel campaign spanning paid, owned, and earned media with field activation tools.

BARKLEYOKRP Denver, CO (Hybrid)

June 2024 to March 2025

VP, Brand Lead

Brand portfolio: UCHHealth, Surest (a UnitedHealthcare company), Optum

- Grew patient acquisition and brand awareness for UCHHealth by owning full-funnel brand and media strategy across paid, owned, and earned channels.
- Unlocked media, lifecycle marketing, and sales enablement for Surest and Optum by developing and testing brand value propositions across B2B and B2C audiences.

WALTON ISAACSON Los Angeles, CA (Remote)

November 2022 to May 2024

Group Account Director (Brand Lead)

Brand portfolio: PNC Bank, Visa, Pepsi, The Home Depot | Four Fortune 500 brands spanning financial services, payments, CPG, and retail

- Delivered a 20-point lift in site traffic and brand awareness for PNC Bank by leading its integrated brand campaign for the Black consumer.
- Doubled engagement and impressions year over year and lifted site traffic 79% for Pepsi Dig In Day, the annual program supporting Black-owned restaurants, through creator and partnership content.

- Built brand equity with multicultural audiences for The Home Depot by launching Retool Your School, an integrated digital, social, influencer, and events platform funding HBCU campus grants.
- Grew awareness and consideration for Visa by shaping its brand partnership strategy and activating high-value partnerships.

FORTNIGHT COLLECTIVE ADVERTISING Boulder, CO

October 2021 to November 2022

Senior Brand Director

Brand portfolio: Crocs, Community First Foundation

- Beat agency target profit margins by 8% on average across client accounts.
- Delivered Crocs brand strategy and campaign execution on time and on budget through cross-functional team leadership.

DONER ADVERTISING Denver, CO

September 2020 to October 2021

VP, Brand Lead

Brand portfolio: Tylenol, Aveeno Baby, Pepcid | \$15M+ in brand budgets across three consumer healthcare brands

- Led the sixth Tylenol rebrand in brand history, delivering a new communications architecture, brand identity, and an international integrated campaign across paid and owned media.
- Modernized Tylenol's digital commerce presence by launching its new website and digital shelf strategy across key e-retailers including Amazon and Walmart.
- Created Aveeno Baby's Eczema Equality platform, an awareness program addressing eczema across diverse skin tones, shortlisted at Cannes Lions.
- Earned a mid-year client procurement score of 4.8 out of 5 against a 3.6 average across partner agencies.

PINNACOL ASSURANCE Denver, CO

January 2018 to April 2020

Brand and Marketing Director (In-House Brand Lead)

Scope: Reported to the CMO | Five direct reports | Enterprise brand strategy, positioning, and marketing

- Grew application leads nearly 40% year over year through integrated brand and acquisition campaigns.
- Lifted brand awareness 10+ points year over year through a multi-channel campaign across traditional, digital, social, events, and community partnerships.
- Repositioned the enterprise brand through a full refresh: positioning research, platform development, brand identity, and style guide.

HLK ADVERTISING AGENCY Denver, CO

February 2014 to November 2017

Account Director (Brand & Media Lead)

Brand portfolio: SCL Health (now Intermountain Health)

- Grew SCL Health brand performance nearly 5 points in the Denver region through a multi-million-dollar integrated traditional and digital program.
- Beat new primary care patient appointment goals 10%+ year over year through a physician digital and social campaign.

THE INTEGER GROUP Denver, CO

April 2011 to February 2014

Account Supervisor (Brand & Shopper Marketing)

Brand portfolio: Procter & Gamble

- Drove a 20% U.S. sales increase on the P&G and Rite Aid Olympic program through customized in-store displays and an integrated marketing plan.
- 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 50%+. Won Caddy, Latin Marketing, and Urban Wheel awards for Jeep.

EDUCATION & CERTIFICATIONS

Howard University, Washington, D.C.

BA, Communication | Minor: Business Administration

Certifications: Google Analytics | HubSpot Inbound Marketing | HubSpot Ecommerce Marketing