

Stacie J. Lydia

Denver, CO

silydia@gmail.com, 248-361-0237 (M)

<https://www.stacieilydia.com/>

Experienced marketing and brand enthusiast capable of seeing the "big picture" and turning strategy into action. Creative problem solver that builds integrated strategies balancing innovation, insight and quantitative reasoning. Strong leadership and interpersonal skills to facilitate collaboration across departments and external partners.

BARKLEYOKRP – Denver, CO (hybrid)

June 2024 to Current

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

Accountable for revenue, growth, thought leadership and success of accounts. Develop SOWs and participate in new business development for net new or organic opportunities.

- Lead development of UCHHealth media strategies across audience and brand campaigns to drive brand awareness.
- Collaborate with Surest to identify, test and refine brand value propositions for B2B and B2C campaigns.

WALTON ISAACSON – Los Angeles, CA (remote)

November 2022 to May 2024

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

Provided leadership and oversight of internal agency teams and key client accounts targeting B2B and multicultural consumers. Executed integrated marketing solutions that meet client objectives. Managed profitability and identify growth opportunities.

- Launched new integrated PNC Bank brand campaign targeting the Black audience segment driving an increase in brand awareness and over 20 point increase in site traffic.
- Developed plan for The Home Depot, Retool Your School program to include: digital, social, influencers and events. The program partners with HBCUs to provide campus improvement grants.
- Developed comprehensive Visa strategy to identify, vet and leverage brand partnerships to build brand awareness.

FORTNIGHT COLLECTIVE ADVERTISING – Boulder, CO

October 2021 to November 2022

Senior Brand Director: Crocs, Community First Foundation

Autonomously led client accounts and partners to ensure account profitability and creative success. Quickly adapting to learn a new agency approach that accelerates brand momentum, getting creative solutions within two weeks of project initiation.

- Exceeding agency target profit margins by 8% on average on client accounts.
- Wrote and managed SOWs to maintain profitability, assignment of creative and strategy teams and delivery of work.
- Comfortable navigating complex conversations involving negotiation of scope, constructive feedback and proactively problem solving to mitigate issues.

DONER ADVERTISING – Denver, CO

September 2020 to October 2021

VP, Brand Lead: Johnson & Johnson

Drove the vision, strategy and campaign execution across the Tylenol, Aveeno Baby, and Pepcid brands. Managed and inspired internal teams to pursue creative excellence and achieve business goals demonstrating thought leadership and digital-first thinking. Manage \$15M budgets.

- Led team to achieve a mid-year procurement evaluation score of 4.8/5 (average score among other partner agencies is 3.6) with name recognition from clients.
- Led development of Tylenol brand refresh, the 6th within the brand's history, inclusive of new communications brand architecture, brand ID and international creative campaign across paid and owned channels.
- Developed new Tylenol website and digital shelf strategy across key e-retailers including Amazon and Walmart.
- Worked with Aveeno Baby brand team to identify a unique insight that led to a customized platform, Eczema Equality, for eczema awareness on different skin tones and was on the shortlist for Cannes Lions.
- Launched new integrated national Pepcid brand campaign leading to an increased market share by +2 points.

PINNACOL ASSURANCE – Denver, CO

January 2018 to April 2020

Brand & Marketing Director

Reported directly into the CMO. Spearheaded organization marketing strategies, directed campaign and content activities for Colorado's largest workers' comp insurance carrier. Redefined the brand value proposition and implemented messaging across all internal and external communications to drive brand awareness. Managed a team of three direct reports.

- Grew brand awareness over 10 points YOY through the development of a new multi-channel brand campaign inclusive of traditional, digital, social media, events and community partnerships with business influencers.
- Implemented brand refresh by redefining brand platform, positioning research, brand identity, style guide and brand approval process to ensure consistency of brand identity and brand storytelling.
- Increased application leads nearly 40% from 2018 to 2019.
- Presented progress towards department budgets and KPIs during quarterly reviews with the CEO and CFO.
- Honored to apply and be selected as a Career Wise apprentice coach for high school students.

HLK ADVERTISING AGENCY – Denver, CO

February 2014 to November 2017

Account Director: SCL Health (now Intermountain Health)

Led Account Management team and oversaw all client services from advertising and media strategy, audience insight and creative execution in the Denver office. Ensured profitability and proper allocation of internal resources.

- Partnered with agency owner to open Denver office and lead SCL Health network account, driving over 70% of total revenue in the office.
- Grew brand performance for SCL Health by nearly 5 points within the Denver region, as measured through NRC, with new multi-million dollar traditional and digital marketing program.
- Exceeded goal of increasing new patient appointments for primary care by over 10% YOY with new physicians digital and social campaign and enhanced physician profiles with SEO, videos, and star ratings.
- Created a disruptive Emergency Department campaign leading to a 5% increase in patient volume from the previous quarter. Campaign included outdoor, direct mail, events, giveaways, digital and social targeting.

THE INTEGER GROUP – Denver, CO

April 2011 to February 2014

Account Supervisor: Procter & Gamble

Managed programs across P&G hair color, Kmart and Rite Aid customer teams to convert brand & shopper insights into big ideas that drive consumer affinity and retail sales.

- Increased US sales on P&G / Rite Aid Olympic program by 20% through customized in store displays and integrated marketing plan.
- Achieved 95% aisle compliance (average is 75%) on P&G / Rite Aid program across retail stores nationwide.
- Worked with team to re-imagine the hair color retail experience for the Clairol brand. Innovations included a digital concierge, improved way finding, customer reviews and a cohesive brand story.
- Won Design of the Times Award for Innovation (Clairol NNE Foam Hair Color).
- Wrote strategic category plans and creative briefs that shaped concepts into customer and product programs.

KGBTEXAS COMMUNICATIONS – San Antonio, TX

May 2010 to April 2011

Account Director: Republic National Distributing Company (RNDC), Insuperity (B2B)

Led account and media departments to provide strategic direction and vision for client accounts. Identified new business opportunities and maintained department profitability.

- Improved department profitability by increasing team productivity and 10% organic growth within existing client.
- Developed marketing plans to drive lead generation for Software-as-a-Service (SaaS) business units within Insuperity. Marketing plans were presented and sold-in to executive management team.

GLOBALHUE – Southfield, MI

January 2002 to April 2010

Management Supervisor, 2008 to 2010: Jeep, U.S. Navy and Walmart

Spurred brand growth in multicultural (AACM, HCM, APCM, LGBT) accounts through integrated, bilingual solutions in national broadcast, digital, event and retail advertising. Developed and managed client scope of work.

- Grew U.S. Navy scope of work base contract over 50% with a new event strategy and marketing platform. Lead generation was increased by an average of 46%.
- Contributed to annual Jeep brand plans to clarify vehicle positioning, communication objectives and strategies and multicultural sales forecasts.
- Developed new platform for Walmart event property, that improved brand reputation. Activation included: in-store elements, events, local advertising and social network campaign.
- Supervised, trained and evaluated team of 5 account staff.

Account Supervisor, 2002 to 2008: Jeep, Chrysler Financial, Walmart

Promoted to Account Supervisor from Account Executive.

- Led the creative execution of several Jeep campaigns to win advertising awards: Caddy Award, Latin Marketing Award and Urban Wheel Award.
- Collaborated with team to secure Hispanic and African American advertising for Chrysler Financial.
- Completed financial reporting and tracking for budgets over \$3M.

EDUCATION

Howard University – Washington, D.C.

BA in Communication, Minor: Business Administration

CERTIFICATIONS & COURSES

Google Analytics

HubSpot Inbound Marketing & Ecommerce