

Stacie J. Lydia

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SUMMARY

Brand and account leader with two decades building culturally resonant campaigns for brands like Tylenol, Visa, and Aveeno across consumer healthcare, financial services, and CPG. Rebranded Tylenol for the sixth time in its history and created Aveeno Baby's Cannes Lions Shortlisted Eczema Equality platform. I manage \$15M+ budgets and lead cross-functional teams, turning consumer insight into platforms that move awareness, acquisition, and revenue.

CORE COMPETENCIES

Integrated Marketing Strategy | Brand Positioning & Repositioning | Go-to-Market & Product Launch | Multicultural & Inclusive Marketing | Account & Client Leadership | New Business Development | Cross-Functional Team Leadership | Media & Performance Strategy | Consumer Healthcare Marketing | Budget & P&L Management

PROFESSIONAL EXPERIENCE

UNIWORLD GROUP, INC. (UWG) Denver, CO (Remote) *April 2025 to Present*

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

- Won three new business pitches in six months, expanding the agency's client portfolio and revenue base.
- Beat P&L targets by 10% on Northwestern Mutual and Pernod Ricard while directing integrated strategy across four consumer and financial services brands, from creative development through media activation and reporting.
- Launched Northwestern Mutual's multi-channel brand campaign and policyholder acquisition program, building trust and consideration across paid, owned, and earned media with field representative activation tools.
- Restructured account and brand teams to tighten go-to-market delivery across creative, strategy, and account.
- Present quarterly performance reviews to senior leadership against awareness, engagement, and revenue targets.

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

VP, Brand Lead: UCHealth, Surest (a UnitedHealthcare company), Optum

- Directed full-funnel brand and media strategy for UCHealth, growing patient acquisition and brand awareness across paid, owned, and earned channels.
- Built and tested brand value propositions across B2B and B2C audiences for Surest and Optum, turning consumer insight into positioning that drove paid media, lifecycle marketing, 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 PNC Bank's integrated brand campaign for the Black consumer, driving a 20-point lift in site traffic and brand awareness.
- Directed Pepsi Dig In Day, the annual program supporting Black-owned restaurants; the 2024 program doubled engagement and impressions year over year and lifted site traffic 79% through creator and partnership content.
- Launched The Home Depot's Retool Your School platform, an integrated digital, social, influencer, and events program funding HBCU campus grants and building equity with multicultural audiences.
- Built Visa's brand partnership strategy to identify, vet, and activate partnerships that grew awareness and consideration.

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, beating agency profit-margin targets by 8% on average.
- Managed SOWs, creative and strategy resourcing, and complex scope negotiations to land work on time and on budget.

DONER ADVERTISING Denver, CO*September 2020 to October 2021***VP, Brand Lead: Tylenol, Aveeno Baby, Peppid**

- Directed the sixth Tylenol rebrand in brand history, spanning a new communications architecture, brand identity, and an international integrated campaign across paid and owned media.
- Created Aveeno Baby's Eczema Equality platform, an awareness program addressing eczema across diverse skin tones; shortlisted at Cannes Lions.
- Managed \$15M+ across three consumer healthcare brands and drove the team to a mid-year procurement score of 4.8 out of 5 versus a 3.6 agency average, with direct client name recognition.

PINNACOL ASSURANCE Denver, CO*January 2018 to April 2020***Brand and Marketing Director**

- 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.
- Led a full brand refresh: positioning research, platform development, brand identity, and style guide.
- Reported to the CMO, directing 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 drove 70%+ of total office revenue.
- 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: 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.
- Achieved 95% national aisle compliance versus a 75% industry average.
- 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 the Caddy, Latin Marketing, and Urban Wheel awards for Jeep campaigns.

EDUCATION & CERTIFICATIONS

Howard University, Washington, D.C.

BA, Communication | Minor: Business Administration

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