

Stacie J. Lydia

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Marketing leader with nearly 20 years building consumer healthcare, financial services, and CPG brands. Led the sixth Tylenol rebrand in brand history. Built the Cannes Lions shortlisted Aveeno Baby Eczema Equality platform. Manage \$15M+ campaign budgets and lead cross-functional teams across creative, product, CRM, lifecycle, PR, and analytics. Strategic at the table. Hands-on through execution. Strong track record growing awareness, acquisition, and revenue.

CORE COMPETENCIES

Integrated Marketing Strategy | Go-to-Market & Product Launch | Consumer Healthcare Brand Building | Cross-Functional Team Leadership | Subscription & Acquisition Marketing | Brand Refresh & Positioning | KPI & Measurement Frameworks | 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

- Lead integrated marketing strategy and execution across four consumer and financial services brands, from creative development through media activation and performance reporting.
- Led Northwestern Mutual's multi-channel brand campaign and new policyholder acquisition social program, building trust and consideration across paid, owned, and earned channels with field representative activation tools.
- Won three new business pitches in six months, expanding agency revenue and client portfolio.
- Restructured account and brand teams to tighten GTM delivery across creative, strategy, and account.
- Present quarterly performance reviews and KPI tracking to senior leadership against awareness, engagement, and revenue targets.

BARKLEYOKRP Denver, CO (Hybrid) *June 2024 to March 2025*
VP, Brand Lead: UCHHealth, Surest (a UnitedHealthcare company), Optum

- Led full-funnel integrated marketing and media strategy for UCHHealth. Grew patient acquisition and brand awareness through paid, owned, and earned channels.
- Partnered with Surest (a UnitedHealthcare company) and Optum to build and test brand value propositions across B2B and B2C audiences. Consumer insights fed 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 integrated PNC Bank brand campaign targeting the Black consumer. Drove a 20-point increase in site traffic and brand awareness growth.
- Built The Home Depot's Retool Your School platform. Integrated digital, social, influencer, and events program supporting HBCU campus improvement grants and building brand equity with multicultural audiences.
- Built Visa's brand partnership strategy to identify, vet, and activate partnerships that drove awareness and consideration.
- Led Pepsi Dig In Day, the annual social program supporting Black-owned restaurants. 2024 program doubled engagement and impressions YoY, with a 79% lift in site traffic driven by partnerships and content creators.

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

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

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, creative and strategy resourcing, and complex scope negotiations to deliver work on time and on budget.

PINNACOL ASSURANCE Denver, CO

January 2018 to April 2020

Brand and Marketing Director

- Grew application leads by nearly 40% year over year through integrated brand and acquisition campaigns.
- Grew brand awareness 10+ points YoY through a multi-channel campaign across traditional, digital, social, events, and community partnerships.
- Led a full brand refresh: platform development, positioning research, brand identity, and style guide.
- Reported to the CMO, leading 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.
- Exceeded new primary care patient appointment goals by 10%+ YoY 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 / Rite Aid Olympic program 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 50%+. Won the 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