

LYNDSAY DE CAROLIS

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SUMMARY

- **An innate problem solver** who transforms ambiguity into clear paths forward
- **A brand expert** who develops strategy and campaigns that drive people, culture and results
- **An influential leader** known for galvanizing functional, geography and agency partners to move the needle

AREAS OF EXPERTISE

- Positioning
- Brand Architecture
- Consumer Research & Insights
- Strategic Planning
- Integrated Marketing Campaigns
- Brand & Campaign Measurement
- OKR Planning and KPI Reporting
- Cross-Functional Collaboration
- Leadership
- Storytelling and Presenting

EDUCATION

University of Michigan
BA Environmental Studies; BA Spanish
magna cum laude, commencement speaker

BEYOND WORK

- Recently spent 1 year in Milan, Italy becoming a certified patternmaker and seamstress at the renown Istituto Secoli
- Proficient in Spanish
- Past winner of The Moth (a live storytelling event series)

EXPERIENCE

Founder & Principal

Strategy Party (Jan 2024 - Present)

- Help companies solve brand problems through research, strategy, integrated campaigns and facilitation
- Clients include The New York Times, MyFitnessPal, Western Union, Orangetheory Fitness and more

Managing Director, Brand Strategy

The New York Times (Sep 2021 - Dec 2023)

- Championed and delivered The Times's first-ever Enterprise Brand Strategy in partnership with agency SYLVAIN; contents include a Brand Architecture, parent and sub-brand positioning, naming conventions and verbal/visual identity
- Led annual Marketing planning and KPI reporting, delivering strategic guidance while orchestrating alignment

Director of Brand Marketing

The New York Times (Feb 2020 - Aug 2021)

- Drove brand affinity through integrated campaigns across paid, owned and earned, including "Life Needs Truth" (AdAge's #1 'Best of 2020')
- Partnered with Audience Insights to design and execute consumer research to inform campaigns and yearly planning
- Managed relationship with Droga5, plus internal teams and stakeholders

Senior Brand Strategist

Credit Karma (July 2018 - Dec 2019)

- Achieved a 58% YOY increase in CK Tac eFilers by using insights to craft the right brief, elevating creative output and driving alignment across paid, owned and earned media
- Developed the company's first-ever Brand Book, inclusive of vision statement, brand beliefs and characteristics
- Hired for and led a small team of strategists

Global Brand Planning Director

Nike (Sep 2016 - June 2018)

- Represented Global Marketing as one of the youngest director-level leaders companywide, partnering with functional leaders to plan and present seasonal plans to C-suite members
- Supported Global Marketing by managing the team budget, leading workshops and liaising with geography leaders

Global Digital Brand Manager, NikeWomen

Nike (May 2014 - Sep 2016)

- Drove the digital marketing strategy for NikeWomen across website, social, apps, email and display
- Led a team of two and coordinated with 20+ country teams

Global Digital Brand Specialist

Nike (Sep 2011 - May 2014)

- Managed Nike Running's social media channels and brand website, including the launch of its Instagram handle