

LYNDSAY DE CAROLIS

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SUMMARY

I'm a brand strategist and a patternmaker. After 14 years helping companies solve brand problems, I spent the last year in Milan becoming a certified womenswear patternmaker and seamstress. I now work independently across both fields — each informed by creativity, precision and craft.

EDUCATION

Istituto Secoli
Intensive Womenswear Program
Milan, Italy
Sep 2024 - July 2025

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

AS A STRATEGIST

- Brand Positioning
- Qualitative Research
- Consumer Insights
- Narrative & Presentation Design
- Creative Briefs
- Meeting/Workshop Facilitation

AS A PATTERNMAKER

- Womens patternmaking and sewing across tops, pants, dresses and outerwear
- CAD (Lectra)
- Sewing (Industrial & Home)
- Size Grading
- Moulage

EXPERIENCE

Independent Strategist

Strategy Party (Jan 2024 - Present)

- Help companies solve brand problems through research, strategy and facilitation

Patternmaker & Seamstress

Self-Employed (Sep 2025 - Present)

- Create made-to-order garments, develop patterns and lead sewing workshops

Managing Director, Brand Strategy

The New York Times (Sep 2021 - Dec 2023)

- Championed and delivered The Times's first-ever Enterprise Brand Strategy; contents include a Brand Architecture, parent and sub-brand positioning, character traits and naming conventions
- Led annual Marketing planning, delivering top-down strategic guidance while orchestrating socialization and alignment

Director of Brand Marketing

The New York Times (Feb 2020 - Aug 2021)

- Drove brand affinity through marketing campaigns and executions like "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

Senior Brand Strategist

Credit Karma (July 2018 - Dec 2019)

- Developed the company's first-ever Brand Book, inclusive of vision statement, brand beliefs and characteristics
- Used consumer research and insights to increase marketing impact; for example, Credit Karma Tax campaign achieved a 58% YOY increase in eFilers

Global Brand Planning Director

Nike (Sep 2016 - June 2018)

- Represented Brand Marketing as one of the youngest director-level leaders companywide, partnering with Product, Design, Sales and Merchandising to plan full seasons and support the Marketing function

Global Digital Brand Manager, NikeWomen

Nike (May 2014 - Sep 2016)

- Drove the digital marketing strategy for new NikeWomen brand across e-commerce, social, apps, email and display

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