

# 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