

LYNDSAY DE CAROLIS

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SUMMARY

As an independent strategist with over 13 years of experience, I help bold brands solve big problems.

SERVICES

Positioning
Brand Architecture
Mission & Vision
Creative Briefs
Strategic Planning
Meeting Facilitation
Qualitative Research
Research Synthesis & Insights
Narrative & Presentation Design

EDUCATION

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

BEYOND THE WORK

- Obsessed with sewing (and wearing) my own clothes
- Proficient in Spanish
- Past 'America Needs You' volunteer, a two year mentorship program supporting first-generation college students
- Member of Vibe'd Dance Company

EXPERIENCE

Independent Strategist

Strategy Party (Jan 2024 - Present)

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

Managing Director, Brand Strategy

The New York Times (Sep 2021 - Dec 2023)

- Collaborated with internal and external partners to design multi-methodology consumer research and deliver insights to influence strategy
- Advocated for 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)

- Drive brand affinity through marketing campaigns and executions like "Life Needs Truth" (AdAge's #1 'Best of 2020')
- With Audience Insights, designed and executed consumer research to inform campaigns and yearly planning
- Managed agency relationship with Droga5

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
- Within Marketing, created strategic planning tools, revamped the creative briefing process and oversaw team budgets

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, partnering with agencies and vendors to execute

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