LBGK

PROFESSIONAL SUMMARY

Word nerd, brand maven, and all-around go-to gal.
Portfolio: www.liebagoldenkoulendros.carbonmade.com

EXPERIENCE

INDEPENDENT BRAND STRATEGIST (2012 - present)

- Direct dynamic team workshops to uncover client marketing goals, identify points of differentiation, and distill brand personality.
- Conduct competitive audits, audience and data analysis, persona development, and white space discovery.
- Synthesize findings to forge a unique, believable, cohesive positioning that delivers on client goals.
- Translate brand strategy into clear criteria for focused and efficient touchpoint development.
- Ensure brand expressions are in alignment with strategy through close collaboration with creative teams.

Clients include: 36creative | The Foodery | SparkShare | The World Channel | National Development | Voxvue

CONSULTING LEAD STRATEGIST (August 2012 - June 2016)

36creative Salem, NH

- Furthered success for this design + web shop by onboarding a strategic, collaborative brand development approach.
- Pivoted agency mindset to include research and rationales for branding choices.
- Improved client buy-in through dynamic workshops, engaging presentation materials, and delivering spot-on strategic brand positioning.
- Increased timely project delivery by developing positioning-based creative guidelines, reducing the number of collateral iterations and streamlining the evaluation process.
- Developed verbal strategy based on brand positioning to create standout names, taglines, messaging, and copy for clients.

Projects include: Marathon Sports | Identity Force | Nix Biosensors | DiLuigi Foods | Dressed Inc | Oasys Water | Santander | BostonHeart | RMS Media Group | BirdDog

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BRAND NAMER & NAME STRATEGIST (2006-present)

- Workshop client teams to unify around goals, positioning, and market context.
- Develop strategic naming criteria reflective of brand positioning.
- Generate names aligned with strategy.
- Conduct preliminary searches for name availability.
- Facilitate name evaluation and selection.

Consulting relationships include: InterbrandHealth | Lippincott | SterlingBrands | LPK | FutureBrand | 36creative | streetbees | Refinery43 | Bellwether Partners

Projects include Twitter | Coca-Cola | IBM | Lidl | Samsung | Hyatt | Pfizer | CbyGE | Southwest Airlines | Xfinity | CitiGroup | Similac | Juvederm | Thinx | Hershey's | Cox

COPYWRITER (2006-present)

- Structure, compose, and edit short and long-form copy for a variety of audiences and outlets, across industries and disciplines.
- Ensure copy is tonally on-brand.
- Collaborate with content strategists, designers, interactive, and creative teams to deliver cohesive collateral.

Consulting relationships include: The Hut Group | Elmwood | InVision Communications | 36creative | Stanton PRM

Projects include: brand guidebooks | print and electronic ads | websites | curricula | trade booth messaging | hashtags | sales scripts | presentations | video scripts

EDUCATION

MA | Musicology
Tufts University, Medford, MA
BA | Music
Brandeis University, Waltham, MA

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