

# LYNSEY TUTHILL

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## Brand Marketing & Creative Strategy Leader

Brand Strategy | Integrated Campaigns | Creative Direction | Marketing Communications

### PROFESSIONAL SUMMARY

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Brand marketing and creative strategy leader with 10+ years of experience shaping brand identity, integrated campaigns, messaging, and creative execution across digital, print, email, social, event, and environmental touchpoints. Known for turning complex goals into clear positioning, cohesive creative systems, and audience-focused campaigns that strengthen visibility, engagement, and brand consistency.

### CORE SKILLS

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Brand Strategy | Brand Positioning | Integrated Marketing | Campaign Planning | Creative Direction | Messaging Architecture | Content Strategy | Marketing Communications | Creative Briefs | Copywriting | Visual Identity | Email Marketing | Social Media Strategy | Cross-Functional Leadership | Production Leadership | Customer Experience

### PROFESSIONAL EXPERIENCE

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**Marketing & Communications Manager** | Jul 2022 – Present  
Mind-Builders Creative Arts Center | Bronx, NY

- Established and currently lead the in-house brand marketing function as a one-person team, owning brand strategy, messaging, integrated campaign planning, creative direction, content, and production across digital and print.
- Led a brand refresh that clarified visual identity and creative standards, creating a more cohesive public-facing presence across email, social, website, print, events, signage, apparel, and environmental touchpoints.
- Planned and executed integrated enrollment and program campaigns across email, social, website, print, in-building signage, staff toolkits, and community-facing communications, supporting a 34% enrollment increase.
- Produced 250+ branded assets, including brochures, mailers, newsletters, campaign graphics, event collateral, signage, apparel, backdrops, and digital communications while maintaining consistent brand standards.
- Improved newsletter performance by 28% in open rates and created social content that generated 400K+ views on a single post, strengthening audience engagement and organizational visibility.
- Managed end-to-end creative production, including intake, creative briefs, copywriting, design, reviews, approvals, vendor coordination, print production, and final delivery.
- Partner with leadership, program directors, vendors, photographers, videographers, printers, and community partners to align creative work with goals, audience needs, capacity, and timelines.

**Progressive Brand, Communications & Operations Leadership Roles** | Dec 2013 – Jan 2019  
Saatva | Whitestone, NY

- Advanced from customer service into leadership roles spanning brand, communications, training, customer experience, and general management at a fast-growing luxury e-commerce company.

- Led day-to-day operations for Saatva Dreams, aligning service standards, team communication, and customer experience with premium brand positioning.
- Managed and coached a 50+ person customer service team, developing training systems, communication standards, and performance practices that improved consistency as the company scaled.
- Maintained a consistent premium brand voice across customer-facing communications, service touchpoints, promotional materials, internal guidance, and training content.
- Supported a 90% customer satisfaction rate and helped drive 150+ positive product reviews by strengthening customer advocacy, service quality, and communication standards.

## **ADDITIONAL EXPERIENCE**

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### **Administrative Assistant to the Principal | Aug 2019 – Jul 2022**

Pelham Memorial High School | Pelham, NY

- Provided executive-level communications and administrative support to the high school principal, coordinating time-sensitive information across staff, families, district leadership, and school departments.
- Supported newsletters, staff updates, event communications, and sensitive family-facing messages during the COVID-19 period with clarity and discretion.

### **Freelance Designer & Brand Consultant | 2013 – Present**

Independent

- Develop brand identity systems, messaging, visual guidelines, marketing materials, presentations, and event collateral for small businesses, founders, and nonprofit clients.

## **TOOLS**

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Adobe Creative Suite | Canva | Wix | Constant Contact | Firespring | Amilia | Google Workspace | Microsoft Office | Asana | Dropbox | Final Cut Pro