

Lyndsey C. Fox || Brand & Creative Strategy Leader || 401.330.7432 || lyndseycfox@gmail.com

Hi, I'm Lyndsey, a creative strategy leader who's spent the last 15 years helping brands find their voice, their audience, and their place in culture. My path here hasn't been linear: I've been a producer, an account manager, and a personal assistant to many. I've led strategy teams at incredible agencies, managed national wine brands, run a commercial kitchen, and spent many summers as a camp counselor. I think this mix gives me a uniquely integrated perspective: I know how to balance rigor with humanity and make complex ideas relatable (and sometimes even fun). Along the way, I've reintroduced heritage brands to new generations, coached financial institutions to punch above their weight, and helped non-profits find their voice.

EXPERIENCE

Pereira O'Dell || *Director of Brand Strategy & AI Integration* || New York, NY | 2021 – Present

Lead creative and brand strategy across integrated campaigns, driving positioning, messaging, and go-to-market strategies that inspire creativity and business growth.

-
- Designed and rolled out agency-wide AI adoption initiatives, including training programs and workflow pilots, enabling cross-department teams to integrate generative AI tools into research, insights, and creative development.
- Served as senior account lead for Fifth Third Bank, managing day-to-day client relationships, delivering a strategy that lifted the brand into the top quartile for recall across its footprint despite smaller media spend.
- Built campaign strategies that increased Lufthansa's U.S. awareness and brand affinity, leveraging AI-driven cultural analysis to inform creative development in a highly competitive travel market.
- Partnered with AdCouncil to develop responsible gun ownership messaging, using advanced audience segmentation and data modeling to break through with a hard-to-reach demographic.
- Guided global repositioning for Old El Paso and reintroduced legacy brands Bisquick and Betty Crocker with culturally resonant campaigns that earned significant press coverage.
- Directed cross-functional account teams, managing strategy, creative, and client communications to ensure campaigns were delivered on time, on budget, and on brief.
- Mentored and developed a high-performing strategy team; launched "Ambition Week," an internal program designed to foster creativity, experimentation with AI tools, and professional growth.

Clients: Lufthansa, Fifth Third Bank, General Mills brands (Betty Crocker, Old El Paso, Pillsbury, Yoplait, Chex, Progresso), Yellowtail Wines, ABInbev (Stella Artois, Estrella Jalisco), Sunny D., AdCouncil, Midea, The Nature Conservancy.

Allen & Gerritsen || *VP, Brand Strategy* || Philadelphia, PA | 2018 – 2021

Led a culturally attuned strategy team and partnered with clients to inspire creative storytelling across all consumer touchpoints.

- Partnered with Blue Cross Blue Shield on research-led brand positioning that reframed Medicare communication, increasing relevance and trust.
- Helped Visit Philadelphia reposition tourism beyond historic attractions, contributing to 6% increase in visitors and 8% increase in hospitality jobs.
- Co-led company-wide hybrid return-to-office blueprint during COVID-19, improving cross-functional collaboration.

- Launched an internal publishing house producing trend reports and thought leadership to elevate client strategy.

Clients: Comcast, Sunoco, Blue Cross Blue Shield, Fresenius Medical, Exelon, NAACP Legal Defense Fund, Visit Philadelphia, Susquehanna International Group

Francis Ford Coppola Presents || *Brand Manager* || Geyserville, CA | 2016 – 2018

Owned brand strategy and management for three national wine brands; scaled presence with younger consumers while maintaining loyalty among core audiences.

- Partnered with TuneIn on integrated brand activations at Sundance, SXSW, Outside Lands, Newport Folk & Jazz that led to increased brand recall & engagement.
- Launched Diamond Collection in cans through product innovation, influencer campaigns, and strategic placement.
- Built brand storytelling ecosystem through a weekly blog and digital video content linking food, wine & culture.

The VIA Agency || *Account & Strategy Roles* || Portland, ME | 2011 – 2016

Held cross-functional roles spanning account management, production, and brand strategy, ultimately leading client strategy and planning.

Clients: 1800 Tequila, Three Olives Vodka, Klondike, Madison Square Garden, Perdue, Welch's, Sam's Club, Enactus, LL Bean.

EDUCATION

Suffolk University || B.A. English || Magna Cum Laude || Sigma Tau Delta Honor Society

THOUGHT LEADERSHIP & MEDIA

AdAge: "[COVID-19 Will Change Consumerism Forever](#)" || *Little Black Book*: "[Planning for the Best: Using Why Five Times to Get to Better Thoughts](#)" || *AdAge*: "[AI becomes a co-pilot for Cannes](#)"

EXTRA-CURRICULAR

Mentor (AdFutures, Thomas Woods Foundation) | Volunteer (Rodeph Shalom, Trinity Memorial Church) | Former VP, Lombard Swim Club Board | Minority Inspector, Philadelphia Ward 8 / District 1 Election Polls | Dinner Parties & Dance Parties | [Substack Author](#) | Voracious Reader ([I track them here](#))