

Cheryl Mitchell

Brand leader, strategist, and educator

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An award-winning brand strategy and management professional harnessing talented subject matter experts in brand, creative, and marketing teams, providing C-suite and key stakeholders with diverse perspectives and deadline-driven results. A leader in cross-functional business collaboration, keeping a keen eye on data-driven insights and measurements of success.

A seasoned leader, educator, and strategist of award-winning creative solutions with more than 30+ years of experience. She has led brand transformations in Fortune 250 companies, working with C-suite and marketing executives while managing agencies and in-house creative disciplines to achieve data-driven activation to deliver sustainable business value. She demonstrated brand development, management expertise, and visual excellence in financial services, pharmaceuticals, healthcare, and non-profit organizations.

A conceptual thinker, focusing on outcomes over ownership and activating the power of people to achieve key sustainable business value.

Core competencies

Brand Management	Storyteller	Negotiation & presentation
Brand strategist	Brand educator	Brand risk assessment & mitigation
Content marketing	Brand equity builder	Change management
Marketing management	Stakeholder management	Curriculum development
Creative leadership	Project management	Development needs assessment
Relationship management	Excellent customer service	Performance evaluation & improvement
Brand transformation	UX influencer & team builder	Leadership & development

Lincoln Financial Group, Philadelphia, PA

2009 to Present

Assistant Vice President, Brand Management & Development

Responsible for continuously monitoring, managing, building, and leveraging the Lincoln Financial Group brand. This includes maintaining brand identity accuracy and consistency throughout the enterprise, creative development, and brand risk management. A skilled influencer who is also highly respected, ensuring brand identity accuracy and consistency by initiating and leading a visual, voice and tone, environmental/signage, and public website brand refresh. Creatively directed several in-house creative groups under various business lines to deliver cohesive, award-winning solutions. It works with marketing, corporate, and business units within Lincoln Financial Group to provide quality brand solutions within the state and industry regulations and constraints.

Key Achievements:

Brand Strategy Development: - Oversaw the strategic direction, planning approval, implementation, and measurement of both visual and voice brand programs, culminating as the foundation for the current Brand strategy efforts. She led a cross-functional team of marketers, sales, UX, content contributors, social media team, and communicators, realizing 100% company brand adoption.

Selected as co-lead of the LGBTQ+ Business Resource Group with over 100 employee participants providing business, community, and workplace support for Lincoln Financial Group's DE&I efforts within the community, both internally and externally. Providing direction and guidance to the grassroots efforts of the members of the BRG.

Analyzed requirements and successfully led the first ADA/PDF compliance program to ensure the sight challenge community can read digital communication and marketing PDFs via screen readers. All PDFs will be at least WCAG 2.0 compliant, minimizing brand risk.

Successfully led the redesign and launch of the Lincoln Financial public website. Creating user-friendly navigation with scannable and dynamic content. Increasing KPI traffic and engagement by 20%.

It developed and executed an internal Brand Ambassador program, recruiting 75 active participants in critical parts of the enterprise, creating a solid team of advocates trained to grow brand relevance with Lincoln Financial Group.

Aqua America, Philadelphia, PA
Senior Brand Consultant | Brand Development

2007 to 2009

Responsible for managing the creative services of a large public utility company, providing brand design and marketing strategies. Development of direct mail campaigns, advertisements, town hall experiences, and annual reports

Key Achievements:

Responsible for transitioning the in-house printing department to an online print solution, resulting in substantial savings while producing a high-quality and environmentally green print solution.

Evaluated the relevance of the in-house printing group and moved all printed-related efforts online for greater efficiency and quality.

She successfully redesigned the user interface of the public-facing website using the Share point platform. (Processes and protocols to obtain optimum outcomes.

Additional Experience

ci-communications, creative strategist, and the owner (2005 to 2007)

Communication Services & Support, Brand and Marketing Lead (2001 to 2005)

AETNA, Design Director (1997 to 2001)

DesignTECH, INC, Creative Director, and Co-owner (1987 to 1997)

Education

Master of Fine Arts, Visual Arts, Marywood University, Scranton, PA

Bachelor of Fine Arts, Graphic Design, Philadelphia College of Art, Philadelphia, PA

Associate of Arts, Fine Art, Philadelphia Community College, Philadelphia, PA

Professional Training & Certifications

Leadership Coach, Leadership Lab, Lincoln Financial Group

Digital Marketing Advisory Council, George Washington University, Philadelphia Adjunct Professor for Continuing Studies, MOORE College of Art & Design

Co-lead, LGBTQ+ Business Resource Group, Lincoln Financial Group Mentor of young designers through AIGA Mentorship Program

Professional Affiliations & Memberships

Digital Marketing Advisory Council, George Washington University, Philadelphia

Adjunct Professor for Continuing Studies, MOORE College of Art & Design

Co-lead, LGBTQ+ Business Resource Group, Lincoln Financial Group

Mentor young designers through the AIGA Mentorship Program

Honors & Awards

Geographics Epic Award

American Association of Political Consultants Pollie Award GS USA American Inhouse Design Award

Lean Six Sigma Yellow Belt Certification