



Lindrea Reynolds

BRAND STRATEGIST.
CREATIVE DIRECTOR.
SPEAKER

www.LindreaReynolds.com



Creativity is the soul of success
and your *Story* is the heart of your
brand.

WHAT'S YOUR CREATIVE LOVE STORY?

This is the question Lindrea Reynolds asks her aspiring gamechangers and dream chasers. She believes everyone has the ability to provide transformative ideas that can impact the world or perhaps even change the culture at their workplace. Sometimes it just takes some creative conversations or a little inspiration to bring a voice to our visions - to help them share their story of imagination with the world.

With more than 10 years of experience in the marketing and design industries, Lindrea's philosophy is creativity and authenticity are the keys to connecting personal and business brands to their audiences. She has shared her expertise with local and national corporations, nonprofits, health facilities, educational institutions, and game-changing entrepreneurs; including the National Urban League, Accenture, DePaul University, Namaste Laboratories, and more.

In 2018, Lindrea's love for helping visionaries reach their goals fueled the launch of her namesake brand development business. In two short years, she has inspired diverse audiences from all backgrounds. Through speaking engagements and publica-

tion contributions, she is a sought after thought leader and brand mentor whose work has been featured in partnership with the [University of Chicago](#), The Glu (formally Chicago Woman Magazine), [Chicago Citizen Newspaper](#), Made Magazine, Good People Good Marketing Podcast, Voyage Chicago, and more. Her most recent accomplishment has been an invitation to be a speaker at the exclusive 2019 Nonprofit Pro Power conference in Philadelphia featuring nationally recognized nonprofit experts. This is an invitation only event for nonprofits whose annual revenue is \$50 million or more.

With a heart for giving back and youth development, Lindrea currently serves more than 18,000 Chicago teens as the Director of Marketing and Brand Development at After School Matters - an award-winning, out-of school time, nonprofit organization. In this role, she provides brand trainings for staff and leads the development of integrated marketing campaigns to engage multiple audiences.

Lindrea received her BFA in Graphic Design from Iowa State University and her certification in Integrated Marketing from the University of Chicago.



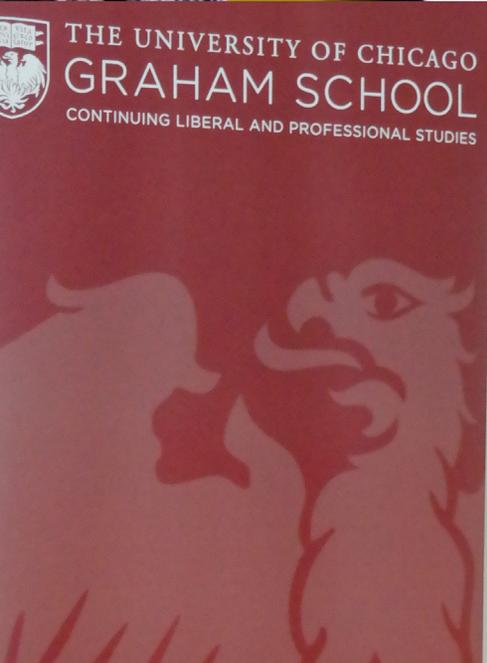
- client, Besties and Brunch

BRAND DEVELOPMENT IS A COLLABORATIVE AND CREATIVE PROCESS.

Lindrea believes brands are successfully built when all stakeholder voices are heard through honest and thoughtful conversations. That's when true creativity begins. She collaborates with her clients through:

- The Creative Mastermind Brand Experience Development for Educational Institutions, Healthcare facilities, and Nonprofits: **DEFINE, DECLARE, DESIGN, & DISSEMINATE THE BRAND**
- Small business and personal brand strategy sessions
- Event Creative and Brand storytelling consulting
- Brand coaching and monitoring





MOTIVATIONAL AND EDUCATIONAL SPEECHES

Topics can be tailored to fit the need of the event host – from a 10 minute keynote to a 60 minute presentation, Lindrea’s goal is to meet the need of her audience. **Speaking topics include:**

- > The Creative Mastermind Brand Experience for new businesses
- > The 5 keys to Next Level Brand Behavior for leaders
- > Branding 101 for nonprofits
- > The Power of Your Why: Infusing your promise into every area of your life

I had thought of products as brands and had studied it in my certificate classes, but I had never thought of myself as a brand... But it was during Lindrea’s keynote speech that *I started thinking about my own brand*...I learned a lot and it makes so much more sense to me. I really appreciated it.

Aspiring Writer, Sue
Student, University of Chicago

NEXT LEVEL BRAND BEHAVIOR

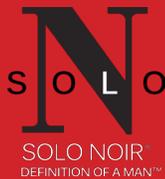
Next Level Brand Behavior™, Lindrea's signature platform for networking and brand storytelling experiences, is designed to provide creative fuel for the dream chasers and over-thinkers.

Through workshops covering various professions and podcast interviews, Lindrea shares thoughtful tips and tools and introduces her audiences to fearless, influencers who have used creative strategies to fuel their brands, launch a new career, or pursue a passion project.

PAST EVENT SPONSORS:



MIELLE



It was such a treat to attend Lindrea Reynold's "Next Level Brand Behavior: Securing Your Seat at the Table" workshop. It was so well-orchestrated and each panelist offered a wealth of knowledge on how to command one's space and rise to one's destiny. As the host of the panel, Lindrea did an excellent job! She asked poignant questions that grabbed the attention of each audience member. She stayed on topic and ensured that every panelist had the opportunity to contribute to the discussion.

*Aspiring Game-changer, Danielle
Univision Communications, Inc.*



LEARNING OBJECTIVES

- Identify your brand voice and unique value proposition
- Define and communicate your value to an organization or target audience
- Learn creative ways to expand your network to increase your brand visibility
- Learn ways to reinvent your personal brand story to stand out in your industry
- Understand the difference between an income and net-worth



MEDIA COVERAGE

PDC Career Day Features Keynote on
Personal Branding Success

UNIVERSITY OF CHICAGO GRAHAM SCHOOL NEWS

Branding Expert Offers Services To South
Suburban Professionals And Businesses

CHICAGO CITIZEN MAGAZINE

Meet Lindrea Reynolds,
a Creative and Brand Coach

VOYAGE CHICAGO

Nonprofit POWER Speaker Highlight

NONPROFIT PRO MAGAZINE

CONTRIBUTIONS

The Year of Innovation
2019 40 Trends in Nonprofit

NONPROFIT PRO MAGAZINE

A Helping Hand for Your Brand

WEARETHEGLU.COM

Next Level Brand Behavior

MADE MAGAZINE

Paid Social Media for Nonprofits

GOOD PEOPLE GOOD MARKETING PODCAST

A Brand is a Promise

NONPROFIT CHATTER PODCAS

READY TO COLLABORATE?

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