



Lindrea Reynolds

BRAND STRATEGIST.
CREATIVE DIRECTOR.
SPEAKER.

www.LindreaReynolds.com



My *mission* is to empower dreamchasers and overthinkers to activate their undiscovered superpowers and positively impact society.

Lindrea Reynolds is a creative enthusiast with an obsession with brand development and personal growth. She is passionate about promoting social innovation and impactful values that help personal and business brands inspire change, increase profitability, boost visibility, and develop profound connections.

As the Principal of LR Brand Consulting, Inc., and founder of *Next Level Brand Behavior*, a platform for brand education and curated storytelling experiences, Lindrea transforms ordinary brand practices into meaningful, results-driven promises. With more than 10 years of experience in the marketing and design industries, she believes creativity and authenticity are the keys to connecting personal and business brands to their audiences. Lindrea has shared her philosophy and expertise with local and national corporations, nonprofits, healthcare facilities, educational institutions, and game-changing executives; including Namaste Laboratories, The University of Chicago, The Policy Circle, California State University - Long Beach, Accenture, The National Urban League, The

Salvation Army, DePaul University, Chicago Public Schools and more. Prior to launching her consulting company, Lindrea led the marketing, creative and branding efforts for the nationally-recognized organization, After School Matters. As the Director of Marketing and Brand Development, she led the organizational rebrand and stakeholder trainings, oversaw creative storytelling for award-winning, large scale events, and helped to secure corporate partnerships with the NBA, Google, iheart media and more.

As a zealous educator and coach, Lindrea teaches Inclusive Brand Marketing for the University of Chicago's Department of Professional Education. She serves on the Nonprofit Pro Editorial Advisory Board and is a member of Chicago's Business Leadership Council. Lindrea received her BFA in Graphic Design from Iowa State University and her Integrated Marketing Certification from the University of Chicago. When Lindrea is not building brands, she's building furniture and enjoying fun activities that fuel her creativity alongside her husband, Solomon and their pom, Adobe.



BRAND DEVELOPMENT IS A COLLABORATIVE AND CREATIVE PROCESS.

Lindrea is the founder and Chief Brand Builder of LR Brand Consulting, a remote brand activation agency, specializing in identity development, narrative strategies, and event creative direction for social enterprises, educational institutions, small businesses, executives, emerging leaders, and entrepreneurs.

LR Brand Consulting's signature 4-D Brand Experience model – a process incorporating creativity, data, social impact strategies, and client authentic voice – has been shared with clients across the country.



DEFINE
YOUR STORY.



DECLARE
YOUR POSITION.



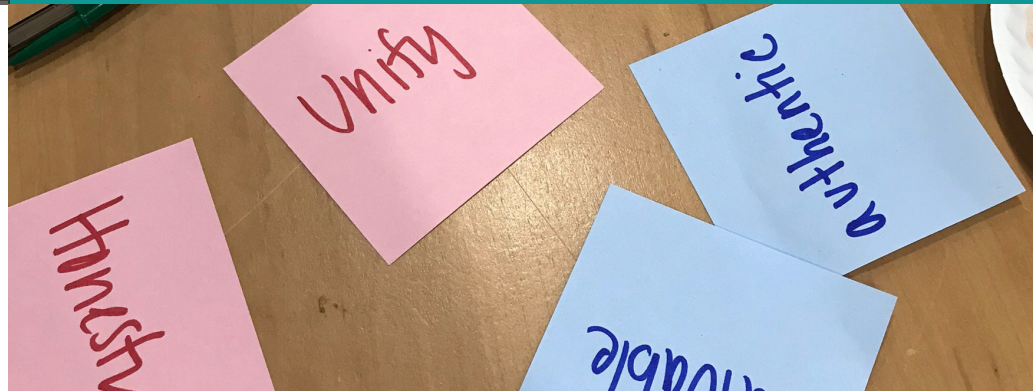
DISSEMINATE
THE EXPERIENCE.



DESIGN
THE EXPERIENCE

“LR Brand Consulting gave me the push I needed to be more intentional and more public. Founder, Lindrea is such a joy to work with. She is creative, patient and thoughtful. She gets it, She gets me.”

Sylvie Legere. Social Entrepreneur and Philanthropist





"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."

Sue, Professional Education Student
University of Chicago

THE UNIVERSITY OF CHICAGO
GRAHAM SCHOOL
CONTINUING LIBERAL AND PROFESSIONAL STUDIES



MOTIVATIONAL + EDUCATIONAL SPEECHES

Lindrea uses her personal and professional experiences to enlighten groups about the importance of brand development. 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 needs of her audience. Lindrea is also available to moderate panel discussions.

SPEAKING TOPICS INCLUDE:

The Brand Brave Experience

Attendees understand the importance of defining, declaring, designing and disseminating their personal or business brands to their target audiences

Leveraging Your Superpowers to Captivate Your Audiences

Every person or business has a unique way of solving problems. It is their superpower; an exclusive, influential ability to develop solutions that build communities and impact lives. During this presentation, leaders will learn how to identify and effectively connect their business or personal superpower with their intended audiences.

What's your Brand DNA?

Your mission are the ideals that drive you. It is the statement that helps you make authentic connections, which lead to extraordinary impact. During this presentation, Lindrea will help attendees craft personal mission statements, the foundation of their brand stories and developing your owned media.



NEXT LEVEL BRAND BEHAVIOR

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

Through workshops covering various professions, podcast interviews, and corporate partnerships, 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.

To listen to podcast episodes, visit www.Lindreareynolds.com or subscribe on Apple podcast, Google Podcast, and Spotify.





It was such a treat to attend Lindrea Reynolds'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 moderator 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



SEEN AND HEARD

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 Conference, Panelist

NONPROFIT PRO MAGAZINE

2021 40 Trends in Nonprofit, Contributor

NONPROFIT PRO MAGAZINE

Women in Leadership panel

TD AMERITRADE + ROCK THE STREET WALLSTREET

Next Level Brand Behavior Presentation

ADMINISTRATORS OF COLOR CONFERENCE 2019

Leveraging Your Superpowers for Businesses, Speaker

PRSA IOWA CONFERENCE

A Brand is a Promise

NONPROFIT CHATTER PODCAST

What is Branding?, Panelist

FWD COLLECTIVE



NonProfitPRO



BOYS & GIRLS CLUBS
OF BOSTON

CHICAGO WOMAN



READY TO COLLABORATE?

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TO LEARN MORE, VISIT

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