

LILLIAN PONTIUS-GOLDBLATT

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Adaptive, creative and curious storyteller with proven skills in marketing, brand strategy, content, operations and community engagement. Excels when working on complicated problems with smart people and adept at managing change within growing organizations.

EXPERIENCE

Carbone
Smolan Agency

SENIOR STRATEGIST (2018 – Present)

STRATEGIST (2017 – 2018)

Brand and business strategist partnering with executive leadership to lead diverse brand projects across commercial and cultural disciplines

Finder of Truths: Plan and execute qualitative and quantitative research with clients, collaborators, and users, to develop insights that inform strategic decisionmaking and leadership alignment; lead agency's trend reporting practice to proactively ensure industry-level thought leadership for clients

Creative Storyteller: Craft emotionally and strategically compelling brand narratives and collaborate closely across disciplines to build tools to deploy big ideas across visual design, web, social, events, product, and content.

Deliverables: brand platform, naming, messaging, brand architecture, photo/brand/campaign guides

Pinch Hitter: Stepped up to fill in for vacated Executive Director of Strategy role to pitch new business, represent strategy function to the leadership team, eventually reporting directly to the CEO, serving a council on agency operations, HR policy and processes, client engagement, and partnerships

Showrunner: Plan and lead workshops, trainings and presentations for stakeholder groups ranging in size, content and audience type. Highlights include on-site international workshops, a 600-person corporate convention audience and a South by Southwest workshop on trend

Clients Include: Facebook, Etain Cannabis, Boston Consulting Group, The Metropolitan Museum of Art, Latham and Watkins, Dale Carnegie, Harvard Pilgrim Health Care, Mystic Seaport Museum, Edward Hopper House, Cravath

Smart Vision
Labs

GENERIC START-UP JOB TITLE (2015 – 2017)

Leadership team member owning customer, brand and operational strategy and implementation at fast-moving telemedicine startup

Customer Advocate: Built customer success function from scratch to track sentiment and ensure stakeholders were heard in the development of new products/services and to build an engaged and trusting community of users and advocates for our nascent product category across digital and retail experiences

Collaborator: Launched cross-functional brand strategy task force to codify brand and messaging; developed processes for collaboration across marketing, design, product, and finance to ensure efficient and customer-centric operations

Data Queen: Developed KPI reporting system to deliver insights and drive engagement; Implemented company-wide CRM and delivered ongoing analysis and iteration, including marketing funnel and conversion analytics; created monthly organizational budget updates for leadership team with recommendations on planning and management

People Leader: Advise leadership team on employer brand and people operations; Conceived and implemented new hire onboarding, training and cross-functional mentoring initiative based on current trends in people operations research

University City
Arts League

PROGRAM MANAGER (2011 - 2015)
Developed and operated collaborative, experiential arts, and cultural programming
Resident Pragmatist: Developed financial and programmatic analytics to drive marketing, fundraising and strategic decision making
Ideator: Developed and implemented new programs and services for participants built on a deep understanding of community needs and matched new program development with funding opportunities to ensure sustainability and vet concepts
Cultivator: Grew enrollment by 20% through new, strategic partnerships across; lead digital engagement, advertising, and email marketing
Fearless Leader: Managed 30+ teaching artists and support staff; offered resources and guidance to generate creative and meaningful programs

Chinese Mutual
Aid Association

MANAGER OF YOUTH SERVICES (2008 - 2011)
Lead youth and teen engagement for mission-driven community organization
Bootstrapper: Developed academic, creative and mentoring programs to optimize participant outcomes; increased enrollment and engagement with teen programs through hustle, social media and word of mouth
New Manager: Supervised three staff and many youth and adult volunteers, owned departmental P&L, learned to speak up and work toward a vision

EDUCATION

New York
University

MASTER OF BUSINESS ADMINISTRATION
Specialization in Leadership and Change Management
• Brand strategy research assistant and teaching fellow for the Marketing Department Chair

Columbia
College
Chicago

BACHELOR OF ARTS
Major in Fiction Writing
• Dean's List

RECENT SPEAKING ENGAGEMENTS

South by
Southwest
Austin, TX
2020

QUIXOTIC CAREERS: THE BENEFITS OF A WINDING PATH
Meet-up for individuals with nontraditional career paths, introducing a storytelling framework for defining a career throughline and communicating it clearly to others

South by
Southwest
Austin, TX
2019

HOW TO START A TREND FORECASTING PRACTICE
Interactive, two-hour workshop on innovation-based trend reporting within the Brands track of the SXSW Interactive festival; initially scheduled of one presentation, a second session was added due to demand

Radical
Research
Summit
Vancouver, BC
2019

ACTING ON INSIGHT: USING TREND REPORTING TO DESIGN MEANINGFUL USER EXPERIENCES
Presentation on the innovation-based trend reporting framework and methods for applying it to user research and UX design at an international conference on non-traditional research methodologies

ADDITIONAL

- Strong writing and storytelling skills, on the page and on a stage
- Proficient in iWork suite, G Suite, Excel, QuickBooks, and learning new tools
- Likes in going to museums and movies, eating in restaurants and riding bikes