

LILLIAN PONTIUS-GOLDBLATT

(312) 399 1422 – lillianpontiusgoldblatt@gmail.com

Adaptive, creative and curious with proven skills in brand, design and business strategy. Excels when working on complicated problems with smart people.

EXPERIENCE

Carbone

Smolan Agency

2017-Present

SENIOR STRATEGIST

Brand and business strategist leading diverse projects across commercial and cultural disciplines

Finder of Truths: Run qualitative and quantitative research incl. interviews, focus groups, surveys, audits, user research and more, to develop insights that drive alignment and inform strategic design; lead the firm's trend reporting practice

Showrunner: Design and lead workshops, trainings and presentations for stakeholder groups ranging in size, content and audience type

Tool-Maker: Collaborate on beautiful and useful guides for messaging systems, visual asset libraries, brand architectures, campaigns, and activations that make great brands easy to implement and iterate

Clients Include: Boston Consulting Group, The Metropolitan Museum of Art, Latham and Watkins, Cerberus Capital Management, Mystic Seaport Museum, Harvard Pilgrim Health Care, Edward Hopper House, Cahill

Smart Vision

Labs

2015 – 2018

OPERATIONS MANAGER

Leadership team member owning brand and operational projects at fast-moving medical technology startup

Customer Advocate: Built customer success team and procedures from scratch to ensure stakeholders were heard and new features met the needs of real users

Initiative-Taker: Launched cross-functional brand strategy task force to design cohesive vision for external communications that matched internal values

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

People Leader: Advise leadership team on company culture and people operations; Conceptualized new hire onboarding, training and cross-functional mentoring initiative based on current trends in people operations research

University City

Arts League

2011 - 2015

PROGRAM MANAGER

Helmed collaborative, experiential arts and cultural programming

Resident Pragmatist: Developed financial and programmatic analytics to drive fundraising and strategic decision making

Growth Partner: expanded arts program by 20% through partnerships across creative communities; lead digital engagement, advertising and email marketing

Fearless Leader: Managed 30+ teaching artists; offered resources and guidance to generate creative and meaningful programs

Chinese Mutual

Aid Association

2008 - 2011

MANAGER OF YOUTH SERVICES

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
2017

MASTER OF BUSINESS ADMINISTRATION

Specializations in Economics, Leadership and Change Management

- Research assistant and teaching fellow for brand strategy professor

Columbia
College
Chicago
2007

BACHELOR OF ARTS

Major in Fiction Writing

- Dean's List

ADDITIONAL

- Strong writing and storytelling skills, on the page and on a stage
- Proficient in iWork suite, G Suite, Excel, QuickBooks, and learning new software
- Interested in going to the movies, bike rides, travel, cats and Star Wars