



*Lindrea Reynolds*  
BRAND STRATEGIST.  
CREATIVE DIRECTOR.  
STORYTELLER FOR GOOD.  
[www.LindreaReynolds.com](http://www.LindreaReynolds.com)



“My *mission* is to activate your undiscovered superpowers so that you can illuminate the world.”

Lindrea Reynolds is a creative enthusiast who is obsessed with brand development and personal growth. With a deep passion for reimagining storytelling experiences and advocating for social good, she helps businesses and individuals inspire positive change, gain visibility, and create lasting connections.

As the Founder and Chief Brand Strategist of LR Brand Consulting, Inc., and host and executive producer 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 over 15 years of experience in the marketing and design industries, she believes that approaching brand-building with a holistic, human-centered approach is the key to developing transformative relationships. As a consultant and speaker, Lindrea has shared her philosophy with organizations and game-changing leaders across public and private sectors, including TedX, Fifth Third Bank, The University of Chicago, PRSA, Google, and Girls Club, and more.

Prior to launching her consulting agency, Lindrea led the marketing, creative and branding efforts for the nationally recognized nonprofit organization, After School Matters. She spearheaded the organization’s rebranding and stakeholder trainings, developed creative storytelling strategies for award-winning, large-scale events, and assisted with securing corporate partnerships with the NBA, Google, iHeart Media, and others. A zealous educator and coach, Lindrea has taught inclusive brand marketing for the University of Chicago’s Department of Professional Education and frequently partners with organizations to mentor professionals on personal brand development and reputation management. She serves on the Nonprofit Pro Editorial Advisory Board, the associate board of Girls Inc. of Chicago, and is an engaged member of the Business Leadership Council and NAWBO Chicago.

Lindrea received her BFA in Graphic Design from Iowa State University and an Integrated Marketing Certification from the University of Chicago. When she is not building brands, she’s building furniture and enjoying fun activities that fuel her creativity alongside her husband, Solomon, and their pom, Adobe.



"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



# SIGNATURE TALKS

As a strong advocate of being a good steward of your business or personal brand, Lindrea empowers her audiences to cultivate experiences that lend their brand confidence and maintain positive and powerful human connections.

## The 4-D Brand Experience

Participants learn how to define, declare, design and disseminate a personal or business brand that will transform your bottom line and the lives of others.

## If you want to tell better stories then eat Your P.I.E

A holistic approach is needed to sustain a personal brand. During this talk, Lindrea and her team of coaches provide multihyphenate, leaders with the tools to maintain their sanity while building a career they love.

## 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. Lindrea will guide participants through creating personal mission statements and guiding principles, which will serve as the foundation for their brand stories and sense of belonging in the spaces they occupy.

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.



# 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](http://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. HEARD.COACHED



"Lindrea Reynolds is a force of positivity and inspiration! She works with us regularly at The Forem as one of our guest experts, helping participants in our career development program Level Up wordsmith their personal brand statements. In our workshop focused on that topic, I've witnessed her work wonders in minutes, with a tweak here, a suggestion there - making magic happen with well chosen words. She also asks insightful questions that help them reimagine how they want to be represented to the world.

A strong personal brand is a must for a successful career, and Lindrea is just the person to guide our participants to best express themselves in an impactful and memorable way, helping them to communicate their personal brand succinctly, so that their stakeholders are very clear on their passions and strengths."

Jennifer Litwin  
 VP, Head of Sales and Client Experience  
 & Lead Facilitator for Level Up  
 The Forem



Left to right: Lindrea Reynolds; Illinois Lt. Governor, Juliana Stratton (Nect Level Brand Behavior Podcast)

READY TO COLLABORATE?

EMAIL: [Lindrea@Lindreareynolds.com](mailto:Lindrea@Lindreareynolds.com)

TO LEARN MORE, VISIT

[www.LindreaReynolds.com](http://www.LindreaReynolds.com)



[www.LindreaReynolds.com](https://www.LindreaReynolds.com)  
@LindreaReynolds