

# LINDA LIEN-RIBARDI

Chief Creative Officer | Award-Winning Visual Communications Strategist

LINDA.LIENRIBARDI@GMAIL.COM

(504) 810-0160

LINDALIENRIBARDI.COM

## CAREER HIGHLIGHTS

Award-winning visual communications strategist with an established record of positive results in brand-building for over 17 years. Expertise in integrated marketing communications and conceptualizing innovative promotional initiatives.

## TECHNICAL SKILLS

Adobe InDesign	Adobe Illustrator	Adobe Photoshop
Adobe XD	Figma	Drupal CMS
Unbounce CMS	Emma	Mailchimp
Wordpress	Google Workspace	UI/UX

## LEADERSHIP SKILLS

Team building, mentorship and talent development, cross-functional collaboration, creative vision and strategy, data-driven decision making, KPI and data analysis, crisis management, business planning, project management, budget managing, client relations, event planning, interpersonal communication, market research & analysis, SEO, Google analytics, lead generation strategies, vendor management, content audits & gap analysis, & content optimization

## EDUCATION & CERTIFICATIONS

### Google UX Design Professional Certificate

Anticipated Completion: Dec. '24

### Google AI Essentials Certificate

### Adobe InDesign Certified Professional

Print & Digital Media Publication

### Louisiana State University | '21

MBA | Marketing

### Nicholls State University | '07

BFA | Graphic Design | Art History

## AWARDS & RECOGNITIONS

### New Orleans Chapter of the Public Relations Association of Louisiana | '20

Overall/Integrated Campaign for Loyola Loyal Day - *Certificate of Merit*

### Collegiate Advertising Awards | '16-'19

2019 Loyola Loyal Day Fundraising Campaign - *silver*

2019 Loyola University New Orleans Website Redesign - *silver*

2017 Loyola University New Orleans Admissions Recruitment Materials - *judge's choice*

2016 Loyola University New Orleans Admissions Recruitment Materials - *gold*

2016 Loyola University New Orleans External Publication - *bronze*

### Jesuit Advancement Administrators Recognition Awards | '18

LOYNO magazine - *silver*

### The Council for Advancement & Support of Education | '18

Undergraduate & graduate admissions branding programs - *gold*

Undergraduate & graduate student recruitment publications - *silver*

### Educational Advertising Awards | '18

External publication, LOYNO magazine - *bronze*

### New Orleans ADDY Awards | '17

Loyola University New Orleans Recruiting - *silver*  
LOYNO magazine - *silver*

### Modern Cities | '16

Ironsides Waffles Food Truck - *The 50 best food trucks in the U.S.*

### NACUFS | '16

Retail sales single concept for Pickles - *bronze*  
Catering special event - *honorable mention*

### Sodexo Employee Awards | '12-'16

2016 Spirit of Sodexo - region award  
2014 October employee of the month  
2013-2014 Employee of the year  
2012 March employee of the month

### The Daily Meal | '15-'16

Named as one of the 75 best colleges for food in America for two consecutive years

### New Orleans Eater | '15

Ironsides Waffles Food Truck - *The hottest food truck in New Orleans right now*

### Food Management | '15

Best Concept Award - *best menu*

### Sodexo Best Practice | '14

Best commuter voluntary meal plan sales

### Food Service Director | '14

People in food service to watch under 30

### Sodexo Close to Home Promotions | '13

Best promotions, campus division

### Sodexo Best Practice | '11

Best strategic business plan

### Best of ASI | '09 - '10

2010 Best interior installation solution - *1st place*  
2010 Best product usage for mirte - *1st place*  
2009 Best interior installation solution - *1st place*  
2009 Best design-build installation - runner up

### LPA Advertising Awards | '09

Two 1st place promotional awards including design & illustration

### LPA Advertising Sweepstakes Award | '08

Five 1st place advertising awards including concept & promotional designs

### LPA General Excellence Award | '08

Local news publication

## CAPABILITIES



CREATIVE DIRECTION



BRANDING & IDENTITY



PRINT & EDITORIAL



STRATEGIC PLANNING



SOCIAL MEDIA MARKETING




DIGITAL & E-MAIL MARKETING



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## INDUSTRY EXPERIENCES

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### Sodexo, North America

#### *Sr. Corporate Services Designer | February '22 - Present*

Led cross-functional creative initiatives in collaboration with domestic and international partners across Canada, France, and other global locations to seize strategic revenue generation opportunities; supporting an annual pipeline of over \$4B.

- **Aligned Vision and Strategy:** Developed creative assets based on client requirements across diverse business sectors, including corporate services, energy resources, aviation, healthcare, sports and leisure, universities, and schools, contributing to 9% overall growth in FY24.
- **Delivered High-Impact Results:** Drove a 75% win rate in corporate services sales proposals in FY23 through targeted strategic positioning and creative execution.
- **Developed Comprehensive Branding Frameworks:** Formulated and implemented comprehensive proposal branding guidelines for Good Eating Company, Kitchen Works, Modern Recipe, and Energy Resources, aligning with brand relaunch objectives and reinforcing market positioning.
- **Provided Strategic Leadership:** Mentored and trained new team members in adopting and executing new brand standards, fostering a culture of creativity and excellence.

### New Orleans Regional Transit Authority

#### *Brand Manager | May '21 - February '22*

Led brand and strategic marketing initiatives by directing brand efforts and developing integrated campaigns targeting consumers, elected officials, and executive leadership across print and digital platforms for a \$115M transit agency.

- **Developed Service and Revenue Strategies:** Implemented service design strategies that enhanced ridership experience and secured funding, driving a 2% revenue increase.
- **Led Digital Transformation:** Spearheaded website redesign, boosting user engagement by 15%, with prototypes and usability testing and improving user satisfaction scores by 20%.
- **Managed Vendors and Budgets:** Oversaw external vendors and campaign budgets, achieving a 10% cost reduction while delivering impactful creative materials aligned with strategic goals.
- **Provided Executive-Level Insights:** Created and presented data-driven market analyses and strategic recommendations to senior leadership, securing \$3M in funding outcomes.

### Loyola University New Orleans

#### *Creative Director | August '16 - May '21*

Directed strategic recruitment and development campaigns by Spearheading creative strategies for print and digital initiatives to attract prospective students and support university development goals.

- **Drove Enrollment Growth:** Led strategic recruitment initiatives for the College of Law, achieving a 15% increase in enrollment from fall 2019 to fall 2020.
- **Led Crisis Communications:** Directed visual communication efforts during COVID-19, maintaining a consistent 85% student and staff engagement rate across all digital platforms.
- **Achieved Record Fundraising:** Orchestrated the 2019 "Loyola Loyal Day" campaign, generating \$337,221 from 779 donors, with an 89% increase in donors and over 1,000% growth in donations.
- **Enhanced Brand:** Re-branded undergraduate admissions materials, driving a 26% increase in first-year enrollment from fall 2016 - fall 2018.

### Sodexo, Campus Services, Tulane University

#### *Marketing Director | Oct '11 - August '16*

Led strategic marketing, multichannel campaigns, and brand development by directing creative strategy, market research, business planning, and client relations for 20+ on-campus dining concepts, enhancing brand visibility and engagement.

- **Drove Brand Success:** Developed brand strategy that secured 15+ industry recognitions, a 25-year renewal contract, and two mentions of Tulane as a top college dining campus by The Daily Meal.
- **Launched Innovative Dining Concepts:** Spearheaded the launch of 25+ dining concepts for Tulane's Yulman Stadium, recognized as a Top 25 College Football Stadium by The Bleacher Report.
- **Created Award-Winning Offerings:** Branded and promoted two original food truck concepts—Roulez NOLA, the first all meal plan food truck, and Ironsides Waffles Food Truck, which earned the "Best Menu Concept" award from Food Management and was listed among "The Hottest Food Trucks Right Now" by NOLA Eater in 2015.
- **Increased Engagement and Event Reach:** Boosted social media engagement by 95% and managed 100+ annual special events, strengthening campus community and loyalty.
- **Drove Revenue Growth:** Established marketing campaigns that increased voluntary meal plan sales by 7% annually.
- **Financial Planning and P&L Responsibility:** Developed and executed strategic business plans to increase profitability by 12% annually.



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## INDUSTRY EXPERIENCES (Industry experiences continued from page 2)

### Freddie's Finds

*Freelance Creative & Marketing Director | Dec '12 - Dec - '20*

Drove strategic growth initiatives by leading promotional strategies to boost subscription sales and managing product and brand development to strengthen market positioning.

- **Directed Market Planning:** Defined target segments and tailored product appeals to align with business objectives.
- **Achieved Significant Sales Growth:** Increased 2014 holiday sales by over 400% through targeted promotions and innovative marketing.

### Naked Pizza

*Graphic Designer | Nov '10 - Oct '11*

Led brand development and marketing strategy by creating impactful domestic and international brand identities for print and web materials to strengthen market presence and engagement.

- **Translated Business Goals into Creative Execution:** Developed domestic and international brand identities for print and digital marketing materials to enhance market presence.

### ASI

*Senior Graphic Designer | June '09 - Nov '10*

Illustrated architectural, mechanical, and installation concepts. Collaborated with architects and sales team to design environmental branding, wayfinding solutions, digital signage, and promotional and advertising collateral.

- **Developed Award-Winning Branding Solutions:** Created and sustained four award-winning environmental branding projects, enhancing client spaces and boosting brand visibility.

### Print-All

*Graphic Designer & Advertising Director | Jan. '08 - June '09*

Developed and executed marketing strategies by cultivating strong B2B and B2C relationships while leading the creation of print and web promotions, marketing strategies, and copywriting from concept to completion.

- **Led Creative Direction:** Managed graphic style guides and advertising strategies for two local weekly publications, ensuring brand consistency and increasing audience engagement.
- **Ensured Production Quality:** Prepared artwork for pre-press production, maintaining high standards and brand alignment.
- **Enhanced Market Presence:** Developed targeted strategies to increase brand visibility and strengthen client relationships.

### Peter A. Mayer Advertising

*Graphics Intern | Oct '07 - Jan '08*

- Designed "Bringing Back New Orleans 2008" campaign featured on C-Span.
- Resized advertising materials in a collaborative environment.

### Zehnder Communications

*Graphics Intern | Nov. '06 - Jan '07*

- Designed logos, New Year's e-card, and other print materials to support branding.

### Nsu Student Publications

*Creative Director | May '06 - May '07*

- Collaborated with writers to produce ads and graphics in a fast-paced environment.

## HOBBIES



COSTUMING



PHOTOGRAPHY



TRAVELING



CELEBRITY HUNTING



DANCING



FOOD



ANIMALS