

Leigh Householder

Brand and Digital Strategist

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Who I Am

A flexible brand and digital strategist with 10-years of experience helping brands be better known, better understood, and truly unique. A passionate advocate for good work. A partner to my smart clients and talented peers. A relationship builder across mediums.

Where I've Worked

Ologie | Associate Strategy Director

2008 – Present

Role: Interviewer of interesting people, investigator of emerging trends, teller of compelling stories, facilitator of great meetings

Primary Clients: Nationwide, PNC, United Way, Capital University, City of Columbus, CCAD, Ohio Lottery

Key Responsibilities & Accomplishments:

- Develop brand architecture and message hierarchies for a wide range of clients to help make their stories more clear, compelling and consistent
- Create innovative social media strategies that deliver measurable results
- Empower diverse groups of marketing and sales professionals to make their brand stories their own
- Facilitate work sessions, focus groups, and workshops. Help clients co-create even better work.
- Recently recognized by *Business First* in the Forty Under 40 awards

Advergirl.com | Author

2005 – Present

Role: Commentator on advertising and opportunities, generator of new ideas, advisor to industry newbies

Key Responsibilities & Accomplishments:

- Recognized as a Power150 blogger by *AdAge*
- Invited to speak at industry conferences
- Widely syndicated by top advertising blogs
- Followed by over 6,000 readers across social networks

SBC Advertising | Account Director and Digital Strategist

2005 – 2008

Role: New business zealot, resident Web addict and online experience expert, partner to exceptional clients, the here in "buck stops here"

Primary Clients: Big Lots, Ultimate Software, AAA, Worthington Industries

Key Responsibilities & Accomplishments:

- Spearheaded interactive strategy and planning
- Discovered and acted on key consumer insights that drive marketing solutions
- Consulted with VP and C-level clients on integrated marketing efforts
- Facilitated brand integrations with media leaders like A&E and TBS
- Led cross-functional teams and ensure that projects stay on strategy
- Headed-up selected new business efforts
- Owned direct responsibility for 15%+ of agency's 2006 revenue
- Once worked with a team to increase conversions 1500% for a national retailer (yeah, 1500.)

Monster Interactive | Director of Marketing

2003 - 2004

Role: Chief presenter, market strategist, asker-of-tough-questions

Primary Clients: Nationwide Financial, Yahoo, MTV, Eyewonder

Key Responsibilities & Accomplishments:

- Advanced consumer and channel marketing strategies for online video sharing tools
- Pitched investment community on leading-edge market opportunities
- Managed projects for Web, online video and email marketing initiatives
- Honed product development with CTOs and CIOs at connectivity leaders, including WOW, Verizon, Charter, Sprint, etc.

Citigate Sard Verbinnen | Project Manager

1999 – 2003

Role: Making the impossible possible, cross-selling clients, addressing the elephant in the room

Primary Clients: Pfizer, TMP Worldwide, Chicago Metropolis 2020, American Medical Association

Key Responsibilities & Accomplishments:

- Earned proven record of communications and creative production success throughout four years of progressively responsible creative delivery and project/account management
- Led strategic vision for new projects
- Grew creative practice; built strong relationships with diverse clients and project teams
- Increased retained profits for creative services

Where I was
before
advertising

Ohio University - Athens, OH
B.S. Journalism
1999

Group 4 / WNRC
Special Projects Manager
1995-1999

How I stay fresh

Conference Speaker

Venue: Local, national and international professional conferences
Topics: Social media, digital ethnography, emerging trends

Editorial Contributor

Publications: Marketing Vox, DMI, IndieColumbus, Social Path, Knot Magazine, Black Table
Topics: Marketing, social media, life

Social Networker

Destinations: Blogs, Twitter, Facebook, Delicious, Last.Fm, etc.
Topics: Brands, social media, Columbus, and occasionally what I had for dinner