

# DJ LEIN

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## Digital-Savvy Marketing Communications Leader & Brand Strategist

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- Advances business goals through creative problem solving and superb execution while leveraging technology and automation to increase efficiencies
- Builds trust and long-lasting relationships across the enterprise and beyond
- Inspires others to achieve more with an infectious curiosity and passion for excellence
- Crafts and enhances strategies by asking questions, listening, and seeing the big picture

### Freelance Marketing Consultant

2020 – Now

Supporting clients with positioning, messaging, copywriting, website design and development, brand identity, intranet design, and business process improvement.

### American Woodmark: Corporate Brand & Communications

Winchester, VA\*

#### Senior Brand & Communications Manager

2019 – 2020

#### Senior Brand Manager

2017 – 2019

Led and grew the corporate brand marketing and communications team for American Woodmark, a \$1.7B kitchen cabinet manufacturer with 10,000+ employees and 17 locations spanning three countries. Advanced the company through a period of unprecedented reinvention and growth, including a rebrand, new corporate headquarters, \$1B acquisition, and new company vision.

\*Remote July 2019 – May 2020

### Strategic Leadership

- Managed the creative execution and rollout of the CEO's six-year company vision
- Onboarded 5,000 employees and transitioned 8 locations to new branding and messaging using webinars, video, local events, and signage following \$1B acquisition of RSI Home Products
- Awarded prestigious President's Award for the successful design and execution of a new, award-winning \$32MM corporate headquarters
- Reinvented the company's orientation program, dramatically improving the experience for hundreds of new employees annually

### Branding and Marketing

- Led company rebrand including a refreshed logo, new website, photography, and videos
- Bolstered employer brand by sharing our story using the company blog and social media, reimagining recruiting messaging and materials, and creating an employee advocacy program to activate employees on sites like Glassdoor and Indeed

## Communications

- Developed and maintained a COVID-19 crisis communications site using SharePoint
- Informed 15,000+ potential investors in one year about the company, its culture and goals by designing and maintaining a 30-slide investor presentation
- Organized and supported internal and external events including national sales meetings, town halls, board meetings, job fairs, community events, and more

## American Woodmark: Timberlake Marketing

Winchester, VA

<b>Brand Manager</b>	2013 – 2017
<b>Marketing Manager</b>	2012 – 2013
<b>Online Communications Manager</b>	2009 – 2012
<b>Marketing Communications Brand Specialist</b>	2007 – 2009

Oversaw marketing communications for the Timberlake cabinetry brand, propelling it from entry-level “builder grade” status to one pursued by top luxury and move-up home builders. By creating and activating a successful brand strategy we shifted the conversation from product to service and grew channel profitability 200% and revenue from \$125MM to \$585MM, cementing Timberlake as the #1 cabinetry brand in the world.

- Developed ‘Built by Service’ brand message, rallied employees around it, and communicated it to the market through a multi-year brand awareness campaign using the web, digital and print ads, brochures, video, photography, PR, and in-person events
- Ensured alignment with key messaging by creating a channel-specific intranet named Watson, detailed product bulletins, modular sales presentations, printed launch materials, and a monthly marketing webinar to supplement sales meetings and road shows
- Saved \$400k by developing, maintaining, and evolving brand website in-house
- Awarded three President’s Awards for 1) a website redesign, 2) creation and implementation of a sales dashboard, and 3) the development and launch of alternate material products
- Increased channel revenue and profitability by creating and implementing a business intelligence dashboard for reps to glean insights about their customers and market
- Won three Magnum Opus Awards and an ADDY Award for outstanding content marketing by working collaboratively with key stakeholders and agency partners

## Volunteer Experience

<b>Coach/Manager/Treasurer, Maplebrook Soccer Club</b>	2020 – 2021
<b>Golf League Co-Founder, American Woodmark</b>	2017 – 2019
<b>Coach, Blue Ridge Youth Soccer Association</b>	2018 – 2019

## Education

<b>Bachelor of Arts, St. Cloud State University</b>	2002
Major: Criminal Justice; Minors: Communication Studies, Traffic Safety	