

Jason Dydo [MBA]

Director, Brand Alignment Strategy

📍 Aldie, VA
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👋 [Hello]

Strategic thinker and cross-functional collaborator who can impact brand alignment through storytelling, market insights, and engaging content creation, that reinforces the company's mission, values, and purpose. Committed to pursuing innovative excellence with a hands-on approach, merging KPIs with strategic initiatives, and providing leadership that inspires teams to identify challenges, develop creative solutions, and build consensus.

🔗 Areas of [Expertise]

Led and executed enterprise-wide rebranding initiative

- **Boosted revenue from \$540M to \$1.05B within five years** through rebranding and operational process improvement initiatives.

Directed cross-functional change leadership and brand alignment

- **Conducted 24 client interviews and 50 employee focus groups** to synthesize strategic brand insights for competitive intelligence and industry research.
- **Taught over 2,000 online, and empowered over 525 employees** by instructing a workshop series to build brand champions, increase awareness, and expand employer branding.

Steered company-wide email signature program

- **Amplified web traffic by 23%**, ranking 3rd highest in direct traffic through email marketing.

🏢 [Experience]

Adjunct Instructor – Online

Mar 2024 - Present

West Virginia University (WVU), College of Creative Arts & Media, Morgantown, WV
Integrated Marketing Communications (IMC) - Teaching: Brand Equity Management, Advertising, and Brand Evolution Strategy

Director Brand Alignment Strategy

Nov 2023 - Present

defineDezign, LLC, Aldie, VA

Orchestrate holistic brand alignment strategies to bridge the gap between organization's cross-functional groups, their employees, and their customer's experience.

- **Doubled the amount of form leads** after analyzing and redesigning the client's global brand.

Creative Director

Jan 2013 - Nov 2023

Southland Industries, Dulles, VA

Built and optimized creative services groups at an engineering and construction firm, enhancing content creation and brand positioning by blending print and digital marketing, social media, creative campaigns, and concept development.

- **Headed creative direction** and mentored junior members on graphic design, creative briefs, copywriting, photography, video, web, content management, and campaign development.
- **Negotiated annual cost savings** of print, video, and digital vendor budgets through strategic partnerships and alliances.
- **Operated brand due diligence** for strategic and marketing planning, utilizing data-driven decision-making analytics to collaborate with executive leadership.
- **Recognized as a shareholder** for company contributions among 5,000 employees.

[Portfolio]

[jasondydo.com](https://www.jasondydo.com)

Leadership [Skills]

- Creative Direction
- Creative Thinking
- Cross-Functional
- Team Leadership
- Data Analytics
- Digital Transformation
- Design Thinking
- Engagement Strategy
- Innovation Management
- Storytelling Skills
- Thought Leadership
- Verbal Communication
- Written Communication

Brand Building [Skills]

- B2B & B2C
- Brand Alignment
- Brand Architecture
- Brand Development
- Brand Management
- Brand Strategy
- Competitive Analysis
- Customer Insights
- Employer Branding
- Employee Experience
- Market Research

Awards [& Activities]

- AIGA (Member)
- AMA (Member)
- Cable Mark Award
- Dulles Food Pantry (Volunteer)
- Graphic Design USA (GDUSA) Award for Excellence

Multimedia Graphic Designer

Jan 2011 - Jan 2013

Southland Industries, Dulles, VA

Revolutionized project management workflow through journey mapping, encompassing brand development and stakeholder engagement, elevating the corporate brand.

- **Conceptualized and led design thinking workshops** to identify industry inefficiencies and leverage organizational strengths to refine strategic positioning.
- **Established a culture of collaborative innovation**, positioning multidisciplinary teams to align content strategy and project execution with corporate goals.

Senior Designer/Creative Brand Manager

Oct 2006 - Jan 2011

GTSI, Herndon, VA

Delivered a comprehensive rebranding and brand management strategy for a government IT contractor, differentiating their brand perception and repositioning the organization.

- **Transformed the corporate identity** from a product reseller to a solutions provider.
- **Achieved approximately \$1M in budget savings** with in-house design, avoiding external agency costs.

★ Additional [Experience]

My career has encompassed roles at The History Factory, Carter Cosgrove, Discovery Communications Inc., and as an Owner of (di'do)designs. I've had the ability to collaborate with a range of Fortune 500 technology companies like Accenture, Quicken, Fireman's Fund, and Lockheed Martin to entertainment and hospitality storytelling for clients like Comcast, Washington Capitals Alumni, Best Western, and Gateway Canyons Resort.

🎓 [Education]

Master of Business Administration (MBA) with Marketing Concentration

Drexel University, LeBow College of Business, Philadelphia, PA

Bachelor of Fine Arts, Graphic Design

Corcoran College of Art + Design at The George Washington University, Washington, D.C.

📁 Case [Studies]

[“The \\$Billion Wake-Up Call That Looks Like A Hockey Stick”](#)

[“Who Knew Email Signatures Could Be Such A Hornets Nest?”](#)

[“Not Sinking the Ship”](#)

Technical [Proficiency]

- Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop)
- Artificial Intelligence (AI)
- Asana
- Canva
- Content Management Systems (CMS)
- Customer Relationship Management (CRM)
- Drupal & WordPress
- Figma
- Google Analytics
- Mailchimp
- Microsoft Office Suite (Excel, PowerPoint, Word)
- Search Engine Optimization (SEO)
- Sketch
- Slack
- User Experience (UX)
- User Interface (UI)

Certifications [& Licenses]

Skillsoft

- Managing the Creative Elements of Brands
- Evaluating Brand Effectiveness
- Building Brand Equity
- Brand Management

LinkedIn

- Figma Essentials

University of London/
Coursera

- Brand Management: Aligning Business, Brand and Behavior

iTeach

- Provisionary Virginia Teaching License (ongoing)