

Lynne Rennie

Design Leader, Educator, and Brand Strategist >> Powered by Insight and Big Heart Energy

Professional Profile >> PORTFOLIO WEBSITE www.LynneRennie.com

Brand and marketing leader with 20+ years of experience shaping brand strategy, creative direction, and integrated marketing campaigns for companies in premium consumer goods, manufacturing, education, and corporate portfolios.

Expert at unifying fragmented brand systems, leading creative teams, and translating business goals into measurable market visibility and engagement. Known for collaborative leadership, data-driven decision making, and building brand credibility that inspires both clients and internal teams.

2021 to present

Chief Brand Wrangler:

Bringing discipline, cohesion, and clarity to a portfolio of chaos.

Design Director Brand Manager

G.L. Black Group
Calgary, Alberta

Challenges

G.L. Black Group, a diversified group of companies, needed to establish a unified brand voice and elevate the professionalism of its internal and external communications across multiple industries while respecting the individuality of each business.

Strategic Actions

- Built the brand architecture and positioning strategy for the corporate portfolio, ensuring consistency and differentiation across business units.
- Designed and refined brands and visual identities, advertising, digital marketing, and content strategies, integrating owned, earned, and paid media to expand reach and engagement.
- Established brand governance systems and toolkits to standardize execution across teams and vendors.
- Led social media, website redesign, and optimization to improve SEO, UX, and conversion.
- Partnered with managers and cross-functional teams to align brand expression, employee experience, and business goals.
- Managed vendors, agencies, and creative partners for on-brand delivery within budget and timeline.
- Planned and executed internal and client events that strengthened reputation and culture.

Results

- Delivered cohesive brand systems and campaigns that increased stakeholder satisfaction and digital engagement subsidiaries year-over-year.
- Improved brand consistency and internal communications across the portfolio, positioning the holding company as a credible, future-ready enterprise while strengthening the positions of the individual brands.
- Established a scalable frameworks for sponsorships, social media, and marketing measurement, enabling better ROI analysis and informed investment decisions.

2016 to present

Director of Fresh Starts &

Future Selves: *Teaching design as both practice and performance.*

Sessional instructor, Alberta University of the Arts

Calgary, Alberta

Challenges

Continuously develop and refine course curriculum to reflect cultural shifts, industry evolution, and the emerging needs of design students.

Strategic Actions

- Designed and taught studio-based courses in Branding, Packaging, and Advertising, emphasizing critical thinking, strategy, and practical project-based execution.
- Integrated real-world case studies and campaign simulations to teach brand systems, storytelling, and market positioning.
- Mentored students and alumni in portfolio development, communication strategy, and industry readiness.
- Collaborated with industry professionals and cross-disciplinary faculty to enhance learning outcomes.

Results

- Ranked in the top 5% of instructors by students for teaching excellence, engagement, and professional relevance.
- Strengthened AUArts' reputation for industry-connected design education through mentorship and alumni involvement.

2010 to 2021

Director of Comeback Magic:
Leading a premium chocolate brand from near extinction to renewed relevance.

**Design Director
Brand Manager**
Cococo Chocolatiers
Calgary, Alberta

Challenges

Following a change in ownership, the company needed to rebuild market trust, modernize its visual identity, and reignite consumer interest while maintaining regulatory compliance and brand authenticity.

Strategic Actions

- Led the complete brand redevelopment and evolution, balancing heritage with innovation to re-establish category leadership.
- Designed and directed new retail presentations, product naming, packaging systems, and custom mold design to differentiate the brand visually and structurally.
- Launched an integrated digital strategy, including e-commerce (Shopify), social media, content creation, and CRM-driven campaigns.
- Oversaw brand campaigns, photography, copywriting, and storytelling to connect emotionally with audiences and strengthen loyalty.
- Managed external vendors, PR, and media partnerships to maximize earned and paid visibility.

Results

- Increased e-commerce sales and repeat purchases by double digits within the three years of launch.
- Elevated brand perception and visibility, positioning Cococo as a Canadian leader in ethical and sustainable fine chocolate.

Earlier Experience

Getty Images - Seattle: Design Director and Masterbrand Lead

EyeWire, Inc. - Calgary: Design Director

Karo Design - Calgary: Senior Designer

HarperCollins Publishers - New York: Marketing Designer with HarperCollins Children's Books

Key Skills & Tools

Strategic: Brand Design • Brand Strategy • Research • Market Positioning • Integrated Campaigns • Sponsorship Activation • ROI & Analytics • Stakeholder Management • Creative Direction • Change Management • Social Listening • Critical theory.

Technical: Adobe Creative Suite • Canva • Procreate • Copywriting • Microsoft 365 • Excel • Powerpoint • Google Workspace • Google Analytics • SEM Rush • Figma • Slack • Capcut • Various AI Tools (ChatGPT, Midjourney, Firefly) • Klaviyo • Shopify • Wix • MS Dynamics CRM • Social Media Analytics • Beginner french.

Education

Creative Triple-Threat:
Part writer, part artist, part designer who speaks the languages of words, images, and ideas fluently

Masters of Professional Studies in Branding - MPS Branding

School of Visual Arts | New York, NY, USA

Recipient of the "Lauren Zaleski MVP Award," presented to the top-performing student who exemplifies excellence.

Bachelor of Design in Communication Design, Honours - BDes

Nova Scotia College of Art and Design University | Halifax NS

Recipient of the Josephy Beuys Scholarship for creative excellence.

Bachelor of Fine Art in Painting, Honours - BFA

Nova Scotia College of Art and Design University | Halifax NS

Bachelor of Arts in English Literature - BA

University of Calgary | Calgary AB

Personal

Based in Calgary with my husband, three children, three scruffy dogs and one rabbit. I value family, empathy, creativity, curiosity, and life-long learning. I write a blog about design and culture and maintain a professional portfolio at [LynneRennie.com](https://lynnerennie.com). Creator of *Drawn to Canada* (@DrawnToCanada on [Instagram](https://www.instagram.com/drawntocanada)), an illustrated storytelling project exploring Canadian identity, featured nationally on CBC Radio and CBC.ca.

Community Leadership

2025 - current

- **Communications Officer**, Alberta University of the Arts Faculty Association | Calgary AB
- **Secretary**, Nova Scotia College of Art & Design University Alumni Association | Halifax NS
- **Designer**, Alcove Addiction Recovery for Women | Calgary AB

2020

- Artist Selection Advisor for Bridgeland-Riverside Community Mural Project | Calgary AB
- Consultant for Artist Selection Advisor for Bridgeland-Riverside "Flyover Park" playground and public space | Calgary AB