

# LK.MAHMOOD

## HELLO, I'M LK

I channel my innate curiosity about the human mind to understand the needs of my team, our clients, and their customers and use them to create unique solutions for business and personal growth. What truly fulfills me is this exploration aligns with my overarching life goal: discovering something new about the human psyche and sharing these discoveries, to help life make a little more sense for us all. Whether guiding my team, collaborating with clients, or on a solo mission of self-discovery, I thrive on helping everyone grow through gaining fresh insights and perspectives. I very much look forward to meeting you. Now, let's jump in.

## EXPERIENCE

### DIRECTOR OF STRATEGY – NEW BUSINESS | IMPACT NETWORKING

2017–PRESENT, CHICAGO, IL

#### BUSINESS INNOVATION

- Identified a need and built a new team dedicated to pitching and winning new clients for the agency. This included defining the necessary roles, the process to execute, the price of the consulting engagement and the deliverables provided to the client.
- Collaborate with fellow executive leaders to define and communicate success for the agency.
- Consistently analyze, craft solutions and manage implementation to ensure our offerings and pricing stay competitive and our processes, roles and tools are built to fulfill our growth goals.

#### ESTABLISHING CLIENT SUCCESS

- Lead a brilliant, multidisciplinary team, in crafting and presenting data-backed, creative solutions for our client's growth goals, leading to over \$11.25M in revenue. How do we do that?
- We conduct and synthesize primary and secondary market research to define where to focus our efforts for maximum growth, and to help us strategically position the brand to resonate in the hearts and minds of their target audience and zig when their competitors zag.
- We then design comprehensive marketing systems, that drive our targets from awareness to referrals, and establishes clear and measurable KPIs to track and evaluate success.
- Whilst ensuring all concurrent projects are managed to deadlines, on budget, and are fun.

#### LEADERSHIP + MANAGEMENT

- Listen compassionately and guide the team through both technical and interpersonal challenges, promoting an environment where individuals feel supported and confident in expressing and overcoming obstacles.
- Encourage team members to autonomously and collaboratively address challenges by providing the freedom to develop and implement solutions.
- Organize and lead professional development initiatives to encourage growth and curiosity within the team and ensure learnings are implemented to improve our work and relationships.

#### PREVIOUS ROLES AT IMPACT NETWORKING:

SENIOR BRAND STRATEGIST, SENIOR ART DIRECTOR,  
ART DIRECTOR, JUNIOR ART DIRECTOR

#### FREELANCE CREATIVE | LK.MAHMOOD

2010–PRESENT, CHICAGO, IL

I initially entered the creative world through fine art, meticulously drawing with graphite and ink. Nowadays I use that love to create full brand identities, illustrations, murals, you name it, I'll design it.

#### DESIGN INTERN | SAGE EATS

SPRING–SUMMER 2017, CHICAGO, IL

**TAKEAWAY 01:** Start-ups allow for expedited learning

**TAKEAWAY 02:** Understanding the big picture yields better work

#### MARKETING INTERN | WAGSTAFF WORLDWIDE

SUMMER 2016, CHICAGO, IL

**TAKEAWAY 01:** I thrive in a collaborative, creative environment

**TAKEAWAY 02:** Doing creative work never feels like a job

## EDUCATION

### SCHOOL OF THE ART INSTITUTE OF CHICAGO

Bachelor of Fine Arts (BFA)

MERIT SCHOLARSHIP

2013–2017

### NORTHWESTERN UNIVERSITY, KELLOGG

Accelerated Marketing  
Leadership Program

2022–2023

### MARKETING WEEK

Mini MBA

2023

## INTERESTS

- DISCOVERING + CREATING
- WEIGHTLIFTING + WELLNESS
- FAMILY + FRIENDS

## REFERENCE

### MATTHEW ALEXANDER

Senior Marketing Manager,  
Cedar Electronics

815.474.3505

### SCOTT FUJII

COO + Founder,  
ES99

847.309.7645