



Brand Marketing and Communications Advisory

About

Cheryl Fenelle Dixon is a transformational brand marketing and communications executive, corporate reputation leader and Columbia University adjunct professor with 25+ years of cross-functional expertise driving growth across iconic global, mid-market and high-growth emerging brands.

A trusted C-suite advisor and former journalist, she specializes in brand positioning, go-to-market strategy, integrated marketing and communications and corporate reputation, helping leaders and organizations navigate change, manage issues and communicate with clarity across internal and external stakeholders, markets and channels.

Services

- Brand clarity, strategy, positioning and architecture
- Corporate communications and reputation management
- Go-to-market strategy for single brands and portfolio companies
- Issues management, crisis communication
- Integrated marketing and communications
- Executive communications, thought leadership
- Change and transformation communications
- Strategic storytelling
- Upskilling and professional training



Verticals

Retail
Luxury and Premium
Consumer goods
Home furnishings and interiors
Commercial projects
Beauty, skincare and fragrance
Consumer tech
Professional Services / Insurance
Rapid-growth, PE-backed brands
HNW and Private Client

Work with me when...

You need a clear brand story, value proposition and messaging to support business growth.

You're at an inflection point (new leadership, growth, change, transaction, or new market) and need the brand and company narrative to keep pace.

Your marketing, communications and operations teams are fragmented across stakeholder groups and you need a cohesive go-to-market approach and message for all audiences.

Your team can benefit from expert training and graduate-level professional development customized to the needs of your business.

Contact Info

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