StoryCorps Appoints Seckeita Taylor Lewis as Chief Marketing Officer

Brooklyn, NY—May 14, 2024—StoryCorps, the national nonprofit dedicated to helping us believe in each other by illuminating the humanity and possibility in us all, has announced Seckeita Taylor Lewis as its new Chief Marketing Officer (CMO).

A Chicago native, Taylor Lewis is a seasoned marketing executive with experience in content creation, brand refreshment and strategy, integrated marketing, partnerships, and managing teams for leading brands including Ocean Spray and Frito Lay. Taylor Lewis also co-founded Lewis Taylor Productions, an independent production company focused on telling stories of people from underestimated and underrepresented groups for social impact.

StoryCorps CEO Sandra M. Clark said, “Seckeita’s extensive track record in heightening brand awareness and driving revenue, along with her award-winning work as a storyteller, make her an ideal choice to steward StoryCorps’ marketing and communications as we enhance our public service, products, and brand at this pivotal moment. I have no doubt she will contribute profoundly to the organization’s continued growth and increasing impact in the years ahead.”

As CMO, Taylor Lewis will lead StoryCorps’ marketing and brand strategy, overseeing the organization’s audience expansion, partnership distribution, revenue growth, and customer service initiatives, with an emphasis on growing national awareness of StoryCorps and its work and content. She will be responsible for StoryCorps’ overall messaging across all of its external communications; driving participation in StoryCorps programs; supporting institutional efforts to grow earned and contributed revenue; growing engagement and reach on StoryCorps’ digital platforms; and envisioning and brokering high-visibility content and brand partnerships for StoryCorps.
Taylor Lewis’ first career, in engineering, laid a foundation in analytics, problem-solving, and innovation that she has leveraged throughout her marketing career. She spent ten years as a traditional marketer in various roles at Frito Lay, from Customer Marketing, Multicultural Marketing, and Innovation, to serving as Director for Frito Lay’s On the Go portfolio, leading branding, strategy, innovation, and execution for some of America’s most beloved brands. Most recently, as head of Integrated Marketing and Content at Ocean Spray, she focused not only on new ways of telling the Ocean Spray brand story, but also on team development and culture. She is co-founder of Lewis Taylor Productions, whose most recent film, *ImPossible*—about a man’s inspirational fight to overcome Type 2 diabetes—premiered to acclaim at the Austin Film Festival.

Taylor Lewis earned a Bachelor of Science in Electrical Engineering from Southern University and A&M College in Baton Rouge, LA; a Masters of Electrical Engineering from Cornell University, and an MBA-Marketing from Duke University’s Fuqua School of Business.

**About StoryCorps**

StoryCorps is a national nonprofit dedicated to helping us believe in each other by illuminating the humanity and possibility in us all, one story at a time. More than 655,000 people, in all 50 states, have recorded StoryCorps interviews about their lives. The award-winning organization preserves the recordings in its archive at the American Folklife Center at the Library of Congress, the largest single collection of human voices ever gathered, and shares select stories with the public through StoryCorps’ podcast, radio broadcasts, animated shorts, digital platforms, and best-selling books. These powerful human stories reflect the vast range of American experiences, engender empathy and connection, and remind us how much more we have in common than what divides us. StoryCorps is especially committed to capturing and amplifying voices least heard in the media. The StoryCorps MobileBooth, an Airstream trailer that has been transformed into a traveling recording booth, crosses the country year round gathering the stories of people nationwide. 2023 marked the 20th anniversary of StoryCorps. Learn more at storycorps.org.

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