
REBECCA E. PINKHAM

Executive Strategist | Behavioral Architect | Creative Director | Founder

EXECUTIVE PROFILE

Multidisciplinary executive strategist with a two-decade record of operational excellence, behavioral fluency, and transformational leadership across the private, nonprofit, and creative sectors. Founder of Beaux & Arrows, where she has scaled operations 300%+, advised over 40 mission-driven organizations, and maintained 100% independent success and retention across multi-state contractor and entrepreneurial teams. Recognized for delivering C-suite level transformation through behavioral insight, emotionally intelligent leadership, and experience-driven systems. Serves as a strategic compass for organizations navigating culture shift, identity alignment, and brand evolution. Renowned for blending trauma-informed practice, forensic interviewing, and intuitive business acumen into measurable, people-first growth.

EXECUTIVE VALUE PROPOSITION

- Cross-Functional Strategist – Aligns operations, brand, HR, and behavioral systems for full-spectrum transformation
- CX-Level Growth Architect – Scales organizations ethically and efficiently, while preserving purpose, mission, and culture
- Culture & People Systems Leader – Designs psychologically safe, high-performance cultures across complex or evolving teams
- Trauma-Informed Experience Designer – Builds self-acceptance frameworks & phototherapy models that drive retention, transformation, & emotional recovery
- Forensic Interviewer & Narrative Decoder – Applies body language, story tracking, & emotional patterns to assess truth, risk, alignment, & untapped potential

CORE COMPETENCIES

C-Suite Vision & Brand Alignment
Multi-State HR Systems & Compliance
Behavioral Strategy & Executive Coaching

Organizational Turnaround & Team Synergy
Experience Design & Emotional Branding
Identity-Based Leadership Development

Forensic Interviewing & Cultural Analysis
Retreat Design, Speaking, & Client Journeys
Strategic Transformation & Ethical Scaling

100+ CERTIFICATIONS (*Featured Programs: USM | HarvardX | Stanford | Chamber Leadership | Sandhills CC | LinkedIn Learning*)

HR Systems & Supervisory Training
Legal Literacy in Family Systems
Forensic & Behavioral Psychology
Trauma-Informed Phototherapy

Conflict Resolution & Mediation
Emotional Intelligence & Executive Presence
Nonprofit Governance & Ethics
Strategic Brand & Storytelling

Crisis Communication & DEI Strategies
Self-Acceptance Therapies
Identity Development

CAREER EXPERIENCE

Founder & Chief Strategist – Beaux & Arrows | 2013–Present *National*

- Chief Strategy Officer, Chief Experience Architect, and Chief People Officer—leading transformation with measurable, values-based outcomes.
- Delivered strategic consulting to 40+ brands and nonprofits across education, retail, hospitality, fashion, creative, mental health, and trade sectors
- Led over 2200 high-end client journeys, integrating trauma-informed phototherapy to support identity recovery, confidence, and clarity
- Designed compliant HR systems, internal SOPs, contractor pathways, and emotional safety frameworks across state lines
- Applied forensic analysis to hiring, leadership development, and brand story misalignment to improve retention, culture, and customer trust

Restaurant Operator & Co-Owner – Pizza Plus | 2020-2022 *Scarborough, Maine*

- Managed end-to-end operations for a full-service hospitality business including compliance, licensing, vendor negotiation, prepping, cooking, daily operations, and front/back-of-house systems

Operations Director – Christian Radio Network | 2011-2013 *Sanford, NC*

- Directed station programming, donor outreach, regulatory compliance, and brand consistency across the southeastern regional market

Operations Supervisor; Regional P&L Strategist; Customer Service Manager – Best Buy | 2008-2012 *ME, NH, MA, OK, & TX*

- Oversaw department profitability and internal development pipelines across high-volume regional teams
- Developed training programs and retention systems for multi-departmental leadership

Project Manager, Tier 2 Customer Relations – The Home Depot | 2005-2009 *Lewiston, Maine*

- Promoted to lead national recovery and escalation strategy; invited to join executive office in Atlanta by age 19
- Delivered behavior-based service frameworks and customer resolution analytics

PEOPLE & CULTURE DEVELOPMENT

- Led weekly 90-minute development calls blending tactical goal setting with emotional self-awareness
- Created proprietary leadership journals, milestone trackers, and internal growth maps
- Rehabilitated emotionally complex team dynamics through presence, pattern recognition, and feedback mastery
- Designed coaching strategies and facilitated alignment sessions across hybrid and remote team structures
- Integrated trauma-informed approaches into team management, client relations, and brand execution
- Supported high-performing individuals in mindset recalibration, identity recovery, and professional repositioning

DISTINCTIVE STRENGTHS

Trauma-Informed Phototherapy – *Facilitates self-acceptance and identity reclamation through structured, creative experience design*

Instructional Leadership – *Routinely invited to co-teach and co-lead in courses and programs due to clarity, insight, and poise*

Behavioral Pattern Recognition – *Decodes nonverbal communication, narrative inconsistency, and team misalignment in real time*

Investigative Intuition – *Uses forensic analysis to assess alignment, truth, and opportunity in interviews, hiring, brand audits, and client engagements*

COMMUNITY & INDUSTRY ENGAGEMENT

Committee Member & Sponsor – *American Foundation for Suicide Prevention (Maine Chapter)*

Member – *Portland Regional Chamber of Commerce*

Proud Sponsor – *Autism Speaks*

Proud Sponsor – *Space to Breathe (Dempsey Center)*

Founding Partner – *Four nonprofit organizations across equity, education, and emotional wellness*

Host – *Transformational Leadership Retreats, Mastermind Experiences, Executive Vision Labs*

TECHNICAL PROFICIENCIES

Strategic Tools: *17Hats, QuickBooks, Google Workspace, Microsoft Office*

CRM & HR Systems: *WordPress, Squarespace, Oracle, HRIS Platforms*

Design & Creative: *Adobe Creative Suite, Lightroom, Canva Pro*

Analytics & SEO: *Ubersuggest, GA4, Legal Filing Systems, Document Management*

KEY PERFORMANCE INDICATORS

Business Growth: *3x in 2023, 2x in 2024, projected 3x in 2025 – exceeding national performance benchmarks by 250%+*

Client Outcomes: *Avg. 45% increase in visibility or revenue within 12 months post-engagement*

Team Retention: *100% contractor 12-month entrepreneurial strategy across all roles with custom mentorship and growth plans*

Phototherapy & Identity Work: *2700+ sessions delivered to individuals, leaders, and founders in personal and professional transformation*

Compliance & Scale: *Zero infractions managing multi-state operations, HR compliance, and stakeholder systems*

Currently open to strategic partnerships, board appointments, and executive advisory roles aligned with clarity, innovation, and transformation.

Portfolio materials and case studies available through private consultation.