

SUMMARY

Award-winning Executive Creative Director with 20+ years of experience elevating brand design for Fortune 100 and 500 brands. A dynamic leader with strategic vision and a proven track record of building and leading world-class brand design agencies. Highly skilled in managing complex projects, driving new brand development, and leading innovation across diverse consumer goods industries. Passionate about inspiring high-performing multi-functional creative teams, leveraging emerging technologies, and shaping the future of forward-thinking brands and businesses.

WORK EXPERIENCE

Reforme Immersive Beauty Space, New York, NY VP of Marketing & Design

Oct 2024–Present

Brand Strategy & Leadership: Launched and led brand strategy, marketing, and brand experience for Reforme, a high-tech wellness beauty brand redefining self-care, driving customer acquisition, retention, and awareness through integrated campaigns and strategic partnerships

Creative Direction & Execution: Managed creative vision, design execution, and brand governance, ensuring a distinctive, high-impact presence across digital marketing, PR, content, and brand experience

Market Positioning & Storytelling: Crafted a compelling brand voice and narrative, positioning Reforme as a category leader while driving engagement through strategic activations

Growth & Innovation: Balanced strategy and execution to fuel brand growth and market differentiation in the wellness space

Courage The Agency, New York, NY Executive Creative Director

Apr 2020–Oct 2024

Visionary Management: Co-founded an innovative brand design agency, managing large-scale projects for global clients like Cynosure, while leading multifunctional teams and driving double-digit profitability

Financial Oversight: Executed and managed SOWs to ensure accurate budgeting, optimized resources, and consistent delivery of exceptional results

Creative Direction and Strategy: Focused on strategy, brand identity, and creative direction, leading the creation of engaging, integrated storytelling across packaging, print, advertising, digital, retail, social, eCommerce, and video, ensuring seamless consumer brand experiences

Business Results: Led the creative and strategic rebranding of medical aesthetics global leader Cynosure, executing four successful product launches that positioned the business for a pivotal 2024 merger

Key Account Strategic Planning: Partnered with Sanofi Global Healthcare to define a three-year strategic vision for its internal design department, driving streamlined operations and enhanced alignment with long-term organizational goals

KATHY
SORANNO

EXECUTIVE
CREATIVE DIRECTOR

Run Brand Run, New York, NY

Executive Creative Director

Jun 2017–Apr 2020

Entrepreneurial Management: Founded a boutique brand design agency, driving measurable growth by securing top-tier clients like PepsiCo and launching progressive solutions for new CPG brands

Creative Direction and Strategy: Directed strategy and creative execution for new brands, establishing positioning, differentiation, and go-to-market strategies that attained successful launches and scalable growth

Client Partnerships: Forged strategic partnerships with clients like PepsiCo, LifeWtr, and SodaStream, aligning creative solutions with business goals to drive impactful brand success

Market Impact: Led the positioning, creative direction, and launch of Seedly, impacting retail distribution with Whole Foods, Wegman's, and Thrive Market, establishing the brand as a disruptor in functional snacks

Hornall Anderson, New York, NY

Managing Director, Executive Creative Director

Aug 2014–Feb 2017

Agency Management: Successfully launched and managed the New York satellite office for a global branding design agency, driving client satisfaction and consistent revenue growth through the delivery of exceptional work delivery

Financial Oversight: Achieved over 20% profitability in the first year, surpassing revenue projections by implementing meticulous cost control and operational efficiencies that maximized productivity

Creative Management: Directed creative execution, brand identity, and packaging projects for Lane Bryant, General Mills, HP, and Nike, delivering the execution of innovative consumer experiences that aligned with business objectives and drove measurable results

Team Management: Grew and led a high-performing multi-functional team, fostering a culture of collaboration and innovation to solve complex brand challenges and deliver exceptional results

Presentation Skills: Earned selection for Omnicom's Senior Management Postgraduate Program with Harvard Business School, a recognition of outstanding performance and presentation expertise

Wallace Church, New York, NY

Executive Creative Director

Jun 2011–Jul 2014

Creative Director

Oct 2011–Jun 2012

Agency Leadership: Collaborated across departments to launch a bold agency vision, transforming services, redefining culture, elevating creative standards, and driving new revenue opportunities

Operational Excellence: Led a team of 10 across New York and San Francisco, implementing new procedures and methodologies that elevated design practices, enhanced productivity, and improved efficiency

Creative Management and Strategy: Directed creative execution, brand identity, and packaging projects for high-profile clients including Pepsi, Revlon, Hillshire, Enfamil, and Rishi Tea, delivering innovative solutions that enhanced brand recognition and drove market differentiation

Global Success: Orchestrated the rebrand of Enfamil, elevating design and storytelling while establishing global brand guidelines to unify equity across markets

KATHY SORANNO

EXECUTIVE
CREATIVE DIRECTOR

Lpk, Cincinnati, OH Global Creative Director

Aug 2009–Sep 2011

Key Account Leadership: Oversaw the global rebrand of P&G's \$4-billion Olay brand, aligning its identity worldwide while driving \$4 million in annual revenue and surpassing account billing targets by 17%

Business Growth: Collaborating across departments spearheaded new agency services in brand architecture, brand strategy, and innovation to drive revenue growth, solidifying the agency's position with P&G

Global Team Management: Led a team of 20+ creatives across global LPK offices, driving collaboration and efficiency to deliver high-impact effective results

Global Success: Developed a 50+ page guideline to align identity across five regional markets, uniting global teams and driving brand consistency and equity

EDUCATION

Omnicom University, Harvard Business School, MA
Senior Management Postgraduate Program

Apr 2015 – Apr 2016

Art Center College of Design, Los Angeles, CA
Bachelor of Fine Arts (BFA) – Graphic Design & Packaging

Jan 1990 – Jan 1992

SKILLS

MANAGEMENT

Strategic Vision, Creative Leadership, Team Management, Talent Development, Client Engagement, Budget Management, Innovation Strategy, Business Growth, Cross-Functional Collaboration

TECHNICAL

Adobe CS, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe InDesign, Figma, Keynote, Microsoft Office

BRAND

Brand Strategy, Integrated Marketing, Communication Strategy, Brand Storytelling, Naming, Content Strategy, Trend Forecasting, Verbal Identity, Portfolio Architecture, Brand Identity & Visual Design, Advertising Brand Campaigns, Packaging, Digital & Social Media, Activations, UX/UI, Photography & Video Art Direction, Storyboards, Brand Guidelines