

KATHY
SORANNO



RESUME EXECUTIVE CREATIVE DIRECTOR
CREATOR OF BEAUTIFUL OUTCOMES

TO LEARN MORE

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PROFILE

An accomplished dynamic Executive Creative Director with a proven record of aligning visionary creativity with business goals to elevate brand value for clients. Known for delivering innovative, culturally resonant brand experiences that captivate global audiences. Skilled in managing high-performing teams, leading complex projects, and optimizing resources, all while upholding the highest standards of creativity and quality. Proficient in crafting 360° brand worlds, with a sharp focus on emerging trends and breakthrough technologies that drive growth and create better and more enduring futures for brands.

LEADERSHIP PHILOSOPHY

Achieve Beautiful Outcomes

My leadership style drives teams and clients to think and act beyond the boundaries of the conventional to achieve greater success together

Dream Beyond Limits.

Advance through Ideas.

Create Beautiful Outcomes.

WORK HISTORY

Courage The Agency, New York, NY

Co-owner/Partner, Executive Creative Director Apr 2020–Present

Collaborating with C-suite leaders to drive turnaround success through the integration of strategic insight and design-led execution

- **Brand Transformation:** Spearheaded global and domestic rebranding and new brand development for clients like Alliance Bernstein, Spinmaster, GSK, Ozium, Cherri Cafe, and Reforme, driving brand cohesion, building awareness, establishing eCommerce platforms, and expanding retail footprints
- **Global Business Transformation:** Strategic brand and creative director for the 2021 global rebranding of Cynosure, repositioning it as a leader in beauty activism within medical aesthetics, catalyzing a strategic 2024 merger
- **Brand and Design Leadership:** As Lead Creative Director and Strategist, developed positioning, creative strategy, and content for all client projects, ensuring brand excellence and cohesive integration of marketing, messaging, copywriting, and visual identity systems
- **Visionary Designer:** Played a pivotal role with fresh design strategies, demonstrating creative excellence across digital, social media, advertising campaigns, packaging, video, and guidelines
- **Innovative Workflow:** Strong technical background, agile, and skilled in using Figma and A.I. to streamline workflows, reduce timelines, and enhance client presentations
- **Business Consulting:** Advised Sanofi Global Healthcare to plan the future of their internal design department, optimizing tools and fostering creative excellence

Run Brand Run, New York, NY

Founder, Executive Creative Director

Jun 2017–Apr 2020

Founded the agency to pioneer innovative brand strategies for emerging brands and innovation-led industries for PepsiCo

- **Business & Brand Leadership:** Strategic brand and creative director for new brands, establishing market presence and consumer engagement. Championed the business vision for B2B client Starion, setting the future strategy for internal culture, marketing, sales, and more
- **Proprietary Design Process:** Pioneered vital strategic and creative processes, forming the cornerstone of my philosophy across brand strategy, communication strategy, brand identity, and innovation
- **Long-Term Client Relationships:** Cultivated lasting partnerships, continuing creative work with Pepsi for LifeWtr and SodaStream, showcasing the ability to align client and stakeholder interests with standout creative vision

SKILLS

Management

Strategic Vision
Creative Leadership
Team Management
Talent Development
Client Engagement
Project Management
Budget Management
Innovation Strategy
Resource Allocation
Business Growth
Cross-Functional Collaboration
Organizational Design

Brand Development (B2B, B2C)

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

Technical Skills

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

Hornall Anderson, New York, NY

Executive Creative Director, Managing Director Aug 2014–Feb 2017

Successfully launched and managed the New York office, overseeing all functions to deliver exceptional client work and drive revenue growth

- **Growth and Profitability:** Achieved over 20% profitability in the first year by ensuring adherence to budgets despite fast-paced projects, demonstrating successful management of operations and effective collaboration with all departments
- **360° Branding Expertise:** Built strong partnerships with leading global brands, including PepsiCo, General Mills, HP, and Nike, delivering innovative 360° experiences encompassing packaging, activation, motion, structure, and in-store—that aligned with client's business objectives
- **Cross-functional Team Management:** Managed a multidisciplinary elite team to tackle complex brand challenges with limited resources, achieving high-quality solutions and a 40% reduction in overhead costs
- **Leadership Recognition:** Selected for Omnicom's Senior Management Postgraduate Program with Harvard Business School, reflecting exceptional performance and presentation skills on a global stage

Wallace Church, New York, NY

Executive Creative Director

Oct 2011–Jul 2014

Led a comprehensive business and cultural transformation, significantly enhancing market positioning and elevating the national reputation

- **Creative Innovation:** Demonstrated expertise in implementing systems including working methodologies, cutting-edge services, and best practices, to elevate creative standards, enhance presentation sell-through, and drive new revenue streams
- **Change Management:** Led a team of 7 directors in San Francisco and New York, implementing new performance reviews and workflows that boosted productivity, optimized project timelines, and improved departmental efficiency
- **High Profile Design & Brand Leadership:** Managed high volumes of clients, leading up to four high-profile brand identity and packaging projects simultaneously for renowned clients like Pepsi, Revlon, Colorsilk, Hillshire, Enfamil, and Rishi Tea, driving brand recognition and market differentiation
- **Global Brand Expertise:** Expertly navigated storytelling, packaging, print, in-store, marketing campaigns, and digital platforms for the global rebrand of Enfamil, significantly elevating brand consistency and global brand equity