

Renee Kae

EXECUTIVE CREATIVE DIRECTOR

Executive Creative Leader with two decades building brands across digital, retail, and experiential spaces. I guide teams of 10-50+ to create work that resonates—emotionally, culturally, and visually. I lead with taste, rigor, and heart, embracing AI to free creative talent for the ideas that matter most.

// Core Expertise

Brand & Campaign Strategy • Integrated Marketing • Shopper & Retail Experiences • Digital & Social Storytelling • Human-Centered Design • Regulated Category Expertise • Content & Experience Ecosystems • Team Leadership & Mentorship • Studio & Operations Management • Stakeholder Engagement & P&L Oversight • Cultural & Inclusion Leadership • Photo & Video Direction

// Work Highlights

Arc Worldwide / Publicis Commerce / Publicis Digital Experience Group / Publicis Worldwide

Senior Vice President/Creative Director — November 2021-Present

Provide senior creative leadership across international markets for **Molson Coors, Hormel Foods, Kellogg's, and Fairlife**, working with Integrated Agency Team (IAT) models to drive integrated brand campaigns, shopper and retail strategy, digital content ecosystems, and customer/channel experiences.

- Led creative across **Molson Coors' U.S. and Canadian** business, delivering integrated campaigns, shopper marketing, and omni-channel activations that contributed to a **Gold Effie, OmniChannel Award**, and the company's **first Supplier of the Year Award in 18 years**.
- Built and scaled **onshore and near-shore creative teams**, driving talent strategy, operational excellence, and **30% over-capacity performance**, producing **\$10.5M in output with an \$8M staffing model**, while mentoring senior creative talent.
- Built **earned-first, culture-driving programs** that reached **3.5M+ fans** via organic creator posts, while also generating **immediate demand — 10,000 packs claimed in under 8 hours**.
- Directed **high-impact retail initiatives**, delivering **250M+ impressions, 19-27% above benchmark engagement**, and **double-digit sales growth**, while influencing senior client stakeholders to align creative strategy with business objectives.
- Championed **cross-functional collaboration and fiscal leadership**, building **trusted partnerships with internal and external C-suite executives** to drive creative-led business transformation, while overseeing **P&L, staffing, resourcing, and margin targets**.
- Expanded business into Canada, consistently winning pitches and driving **new-business and incremental scope growth**, while introducing innovative workflows and team structures to elevate creative capabilities.
- Led a c-store activation that generated **250M+ impressions**, outperformed engagement benchmarks by **19-27%**, and delivered **double-digit retail growth**.
- Served as **adjunct professor at Chicago State University**, redesigning the curriculum from a 3-credit to a 6-credit course and mentoring the next generation of creative leaders.

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Aisle Rocket Studios

EVP, Creative Director – Feb 2018–Nov 2021

VP, Creative Strategy – Feb 2014–Feb 2018

Creative Director → ACD → Sr. Art Director – Jun 2007–Feb 2014

Head of the creative department, building and unifying the team across 50+ creatives in 4 states.

Oversaw **digital design, shopper marketing, brand marketing, copywriting, associate training, and photo/video content production.**

- Established **agency-wide creative standards, workflows, and operating models** that improved scalability, efficiency, and creative consistency across teams.
- Elevated agency reputation through **award-winning** campaigns and experiential activations.
- **Turned around at risk accounts**, stabilizing client relationships while elevating the creative.
- **Partnered with C-suite on new business pitches** serving as the account and creative lead during onboarding.
- **Directed client product launches**, partnering directly with retail buyers and manufacturers to secure product flooring and retail displays with breakthrough storytelling and creativity.
- **Led digital creative** for brand relaunch websites, immersive digital experiences, direct-to-consumer, site transitions, and high-volume e-commerce sites.
- **Content Systems:** Built a scalable content production (photo/video/motion) framework integrating in-house and external resources for efficiency and consistency.
- Developed human-centered messaging for **emotionally sensitive purchase decisions**.
- **Scoped retainers and projects** to align creative ambition with timelines, staffing, and budget.

// Creative and Community Leadership

Notable Brands

Fairlife • Molson Coors Family (Miller Lite, Blue Moon, Coors Light, Topo Chico Spirited) • Hormel Foods • Kellogg's • Whirlpool • JennAir • KitchenAid • Electrolux • Sears/Kenmore

Leadership, Mentorship & Industry Recognition

Path to Purchase **Women of Excellence Mentorship Award** • Publicis **Leadership Circle Executive Coaching Program** • **Chief Member Alumni** • Publicis **Talent Inclusion Committee** • **Executive Sponsor & Curriculum Architect**, Pencil Project • **True Chicago Industry Mentor** • **Vanguard Mentor**

Education

B.A., Graphic Design, Eastern Illinois University