

Renee Kae

EXECUTIVE CREATIVE DIRECTOR

Executive Creative Director with two decades building brand worlds across digital, retail, and experiential spaces. I guide teams of 10–50+ to create work that resonates—emotionally, culturally, and visually. I believe creativity is a brand's biggest unfair advantage and lead with taste, rigor, and heart.

// 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

Lead creative across global and North American multi-channel work for **Molson Coors, Hormel Foods, Kellogg's, and Fairlife**. Oversee **national brand campaigns**, shopper marketing, content systems, digital and social storytelling, retail experiences, on- and off-premise activations, **field marketing**, and **customer/channel programs**.

- Drove Coors Light shopper marketing program, which contributed to a **Gold Effie**-winning campaign and earned a **Path-to-Purchase Institute OmniChannel Award**.
- **Effie Awards Judge**: Evaluating creative effectiveness and advancing standards for results-driven work.
- Elevated creative perception driving the **highest client satisfaction ratings** in 4+ years.
- Guided creative contributing to Molson Coors' **Supplier of the Year Award**—first in 18 years.
- Drove **new-business and incremental scope wins**, expanding Molson Coors business into Canada, consistently winning pitch opportunities, and organically growing the business.
- Lead creative in **regulated categories** (alcohol, food, cross-border compliance) **across international regions, developing scalable campaigns** inclusive of the big idea, key visuals, communication frameworks, retail displays, activations, and toolkits.
- Created culture-driving, earned-first ideas that sparked conversation and press.
- **Built and scaled a high-performing creative team**—hiring, developing, and mentoring art directors, copywriters, and creative leaders to deliver integrated best-in-class creative.
- Partnered with operations, finance, resource management, and account leads on **staff plans, resourcing, and P&L reviews** to align creative ambition with margin targets and delivery.
- Collaborated across Strategy, Production, Project Management, Finance, and Business Leadership to ensure creative work drove total business outcomes.

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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** • Former **Chief Member** • Publicis **Talent Inclusion Committee** • **Executive Sponsor & Curriculum Architect**, Pencil Project • **True Chicago Industry Mentor** • **Vanguard Mentor**

Education

B.A., Graphic Design, Eastern Illinois University