

# STEVEN D. MARCHIONE

Creative Director  
Brand Strategist  
Copywriter

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## About

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Strategic creative executive with 20+ years transforming brands and driving exponential growth. Led Kiehl's evolution from \$200M to \$2B global powerhouse, managing teams of 10+ creatives and budgets. Award-winning campaigns for Fortune 500 clients including L'Oréal, De Beers, and Rolex. Expertise spans brand architecture, integrated campaigns, team leadership, and market expansion across beauty, luxury, and wellness sectors.

## Education

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### The College of William and Mary, Williamsburg, VA

#### Advanced Creative Development:

- SVA
- General Assembly
- Adhouse

#### Specialized Training:

- Strategic Brand Development
- Digital Marketing
- SEO Optimization

## Skills

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- Strategic Brand Development
- Creative Team Leadership
- Budget & P&L Management
- Integrated Campaign Development
- Global Market Expansion
- C-Suite Collaboration
- Product Launch Strategy
- Brand Partnerships & Collaborations
- Omnichannel Experience Design
- Startup Advisory & Consulting

## Work Experience

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### Kimchi Pizza LLC, New York, NY Founder & Strategic Brand Consultant 2025–Present

- Founded boutique brand consultancy serving Fortune 500 clients and high-growth startups across beauty, wellness, media, and luxury sectors
- Strategic brand advisor for stealth food and wellness startup driving go-to-market positioning
- Creative director and brand strategist for diverse clients including L'Oréal, History Channel, NFLPA, Colossal, and AvroKO
- Developed integrated brand campaigns, product launches, and creative platforms that drive business growth and market differentiation

### Kiehl's Since 1851, New York, NY Vice President, Global Creative & Brand Strategy 2008–2025

- Transformed heritage skincare brand from \$200M to \$2B global powerhouse through strategic creative leadership and integrated brand development
- Collaborated directly with senior leadership at Kiehl's and L'Oreal, as well as Kiehl's GM, to shape Kiehl's evolving brand identity
- Led global brand strategy across 40+ markets, directing creative development, product positioning, consumer messaging, and omnichannel experiences
- Built and managed high-performing team of 10+ creative professionals while overseeing external agency partnerships
- Spearheaded 360-degree campaigns including product launches, retail communications, digital platforms, and social content that consistently exceeded engagement and revenue targets
- Orchestrated partnerships with brand artistic partners such as Jeremyville, KAWS, Craig & Karl, Faile, Jeff Koons and Kenny Scharf
- Prepared annual reports and presentations for global meetings in Paris
- Architected brand frameworks that maintained authentic voice while scaling across diverse global markets and customer touchpoints

### CBS Radio, New York, NY Senior Freelance Creative 2006–2007

- Developed integrated creative concepts for on-air campaigns, digital advertising, and multimedia content for CBS Radio's premium entertainment portfolio

### J. Walter Thompson, New York, NY Copywriter 2002–2004

- Created award-winning print and television campaigns for luxury and consumer brands including De Beers, Rolex, Tanqueray, and Smirnoff Ice
  - Developed integrated creative concepts that drove brand awareness for global clients
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