

STEVEN D. MARCHIONE

Creative Director
Brand Strategist
Copywriter

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About

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

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

- 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
- UX/UI/AI Tools Optimization

Work Experience

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