



reneemahoney.com  
reneemahoney@mac.com  
312.952.1598

## Renée Mahoney CREATIVE DIRECTOR | CONTENT

Results-driven creative leader with passion for developing insight and data driven omni-channel marketing campaigns, brand experiences, digital content, social media, and retail activations that engage audiences, build brands and grow business.

Blend of in-house and agency experience elevating creative output and streamlining processes; leading and mentoring teams; and building cross-functional relationships internally and externally.

Core strengths:

- translating insights into innovative ideas, strategies and solutions
- simplifying complex information into compelling stories
- integrating verbal and visual communication
- balancing right brain creativity with left brain logic
- energizing teams with enthusiasm, optimism and humor

*I make things. I make things happen.*

### WHIRLPOOL | CREATIVE DIRECTOR, CONTENT & COMMERCE, WOW STUDIOS

CORP  
July 2021 -  
current

Leading and building a high-performance creative team focused on supporting KitchenAid Small Appliances global product launches and KitchenAid Major Appliances in the US with brand-centric product storytelling, copy, photo and video assets for pre and post purchase digital content experiences, including KitchenAid.com, retailer websites, DTC, social media, CRM, packaging, in-store POS and more

- Developed global campaign for the KitchenAid Color of the Year 2022 from concept to execution including recipe and design content, social media, online advertising, in-store POS driving record traffic to KitchenAid.com and boosting revenue for the brand via DTC sales.
- Launched KitchenAid Blossom design series stand mixer with full scope of digital content assets rooted in brand storytelling that exceeded engagement KPIs and drove sales at retail.
- Created a templated approach to efficiently fill product content gaps across the KitchenAid Small Appliance portfolio, increasing content health scores at key retailers.
- Streamlined creative and production efficiencies for video, POP and messaging development by establishing and evangelizing best practice playbooks.
- Mentor and manage team of art directors and copywriters to unleash talent and grow skills.

Oct 2018 -  
July 2021

### CREATIVE DIRECTOR, WHIRLPOOL CREATIVE STUDIOS

Inaugural in-house creative director dedicated to KitchenAid Major Appliances leading strategic ideation and execution of in-store and online brand experiences, digital content and shopper marketing initiatives

- Delivered full scope of work formerly handled by external agency, realizing net savings of over \$1.5 million annually and raising the bar on creative innovation and integration.
- Elevated and expanded product content with insight-driven, storytelling approach that supports brand purpose and resonates with shoppers throughout the purchase journey.
- Integrated product photo and video asset creation for efficiency and brand alignment.
- Launched KitchenAid FreeFlex dishwasher with award-winning integrated in-store and digital content campaign that spurred record-setting retailer participation, increased consumer engagement, and the brand reclaiming top-selling status one month after POS hit stores.
- Fueled increased sales of KitchenAid commercial ranges with integrated in-store and online color selection tools and pre and post purchase content that strengthened brand experience.
- Fostered a creative culture of collaboration and growth rooted in values of explore boldly, share generously, learn constantly, flex willingly, speak candidly, and enjoy wholeheartedly.
- Awarded IHAF 2020 In-House Agency of the Year finalist, 2021 ANA Gold Reggie for New Product launch, ANA In House IHAF Gold Creative Awards and ANA In House Creative Excellence Category Grand Prize for Integrated Campaign.
- Strong success spurred expansion of in-house agency to full-funnel capabilities.

## VALSPAR | DIRECTOR OF CONTENT AND CREATIVE STRATEGY

### PAINT

Jan 2014 -  
June 2017

Infused agency level insight, creativity and thought leadership to a range of cross-channel marketing programs, branded content, communication platforms and digital experiences.

- **Pioneered Valspar into content marketing** – directed creative development of original content plus distribution partnerships with digital media publishers that maximized video production budgets and media impressions. Ensured editorial, scripts, visual styling and social media were on brand in tone and voice. Developed content strategy and calendar aligned with customer purchase journey, seasonal influences and business goals.
- **Evolved annual color trends PR into a compelling, cross-channel content campaign** – developed color storytelling and visual creative direction from concept to execution. Drove influencer and media partnerships, PR, social media, digital, retail and event integration.
- **Developed insight-driven experience and content for AskVal.com** – in collaboration with digital director and creative agency, introduced industry's first mobile paint chip delivery service and award-winning Pinterest color analyzer tool that drove traffic to retail partners.

July 2012 -  
Jan 2014

## CREATIVE STRATEGIST AND SENIOR COPYWRITER

Collaborated with cross-functional business partners (brand, channel, product, digital and consumer insights) as strategic thought leader for brand positioning, messaging platforms, marketing ideas, creative strategy briefs and sales presentations.

- **Transformed Devine Color premium paint from regional to national brand** – crafted brand positioning, customer experience, ecommerce website content, digital and social media, display advertising, B2B designer outreach, tradeshow and sales support materials.
- **Drove Valspar growth at Ace Hardware** – developed customer experience, marketing collateral, in-store signage, B2B sales support and associate training materials.
- **Crafted product information and inspirational how-to content** for multiple channels across the Valspar portfolio of brands and services. Named thousands of paint colors!

## THE MARS | EXECUTIVE CREATIVE DIRECTOR

AGENCY  
2011

Managed and mentored multi-office shopper marketing creative and design team. Grew agency revenue with pitch winning concept for Allegra. Led creative on Walgreens.

## JACK | DIRECTOR OF CREATIVE AND STRATEGY

MORTON  
2010

Created integrated B2B brand experiences, event and promotional content for Lawson Software, Country Financial and P&G Wella Professional Haircare.

## RYAN | SENIOR CREATIVE DIRECTOR, CONTRACT

PARTNERSHIP  
2009-2010

Led integrated shopper/experiential creative team on Wrigley, SCJ, and Bel Cheese. Crafted pitch winning concept for GlaxoSmithKline, spurring agency growth.

## OGILVY | EXECUTIVE CREATIVE DIRECTOR

ACTION  
(formerly  
141 Worldwide,  
and Davidson  
Marketing)  
2000-2008

Grew 40 person, cross-functional creative department developing integrated, experiential and retail marketing campaigns, entertainment partnerships and promotional content for Unilever, Kraft, Oscar Mayer, Motorola, SC Johnson and others.

- Mentored talent and evolved teams to meet business goals and client deliverables
- Championed world class integration and cross-agency collaboration
- Drove agency growth with multiple new business wins
- Actively contributed to strategic planning and 360 ideation across the Ogilvy Network

## GROUP CREATIVE DIRECTOR

Led cross-functional creative group dedicated to 35 Kraft and Oscar Mayer brands.

- Coauthored Agency's "Working Smarter Together" creative process.
- Promoted through the ranks of the creative department – Creative Director, ACD, Senior Copywriter, Copywriter.

## EDUCATION | MARQUETTE UNIVERSITY

B.A., Journalism, Advertising Major

