

# KOREN DEHAVEN

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## Creative leader and brand builder

Executive creative leader with over 25 years of experience building and scaling high-performing in-house teams across complex, multi-brand organizations. Specializes in translating brand and business strategy into clear, differentiated storytelling that drives growth.

## EXPERIENCE

### **Strategic Education, Inc. (SEI) | July 2019 — Present | Herndon, Virginia**

#### **Senior Director, Marketing, Creative and Project Solutions**

- Lead the internal creative agency supporting enterprise Marketing, directing a 30-person team of writers, designers and project managers serving a multi-brand national portfolio (Strayer University, Capella University and SEI).
- Set and uphold creative vision, operational standards and performance expectations to ensure consistently high-quality execution across web, UX, video, animation, social, email, display, print and experiential channels.
- Architect and evolve enterprise brand systems, including naming strategy, visual hierarchies and messaging frameworks, driving cohesion across multiple institutions and touchpoints.
- Directed the successful rebrand of Strayer University, Capella University and SEI, establishing scalable brand governance and compliance standards.
- Spearheaded development of a universal web design system and scalable email design system to increase efficiency, consistency and velocity.
- Manage a multi-million-dollar budget and oversee hundreds of projects annually, balancing strategic priorities with disciplined resource allocation.
- Partner cross-functionally with executive leadership and marketing stakeholders to translate complex institutional strategy into clear, persuasive creative narratives.
- Lead exploration and integration of AI-enabled workflow optimization, improving creative throughput and enabling personalized, data-driven campaign execution.
- Cultivate a high-performing team culture, achieving top-decile engagement scores and minimal attrition.

### **Verizon Media/Yahoo/AOL | January 2014 — June 2019 | Dulles, Virginia**

#### **Director, Marketing, Creative Strategy**

- Led a team of strategic creative program leaders responsible for enterprise marketing initiatives across Verizon Media's News and Entertainment portfolio.
- Directed the acclaimed Yahoo rebrand in partnership with external agency leadership and cross-functional stakeholders across Brand, Design and Product Marketing, ensuring alignment between identity, product experience and go-to-market strategy.
- Oversaw integrated marketing strategy and creative execution across digital, performance and brand channels, translating complex product narratives into cohesive consumer-facing storytelling.
- Served as connective tissue between brand, product and marketing organizations, ensuring strategic clarity and creative consistency across touchpoints.

#### **Creative Services Director**

- Directed creative strategy and execution for AOL's \$500M membership subscription business, overseeing full-funnel campaigns across print, radio, SEO/SEM, email, social, display and digital product environments.
- Managed and mentored a team of designers and copywriters, establishing creative standards, performance expectations and quality control processes.
- Led comprehensive campaign development from positioning through execution, driving acquisition, retention and brand equity within a highly competitive subscription market.

## EXPERIENCE (continued)

**Big Lens LLC** | March 2013 — January 2014 | *Reston, Virginia*

### Marketing Consultant

- Served as a strategic marketing consultant for high-profile clients, leading creative ideation through execution across digital campaigns and product initiatives.
- Developed multi-channel assets including video, display advertising, app UI and data-driven infographics, translating business objectives into cohesive, high-impact visual storytelling.

**Pure Matters/Besins Healthcare** | April 2011 — February 2013 | *Herndon, Virginia*

### Marketing Director

- Built and led the marketing function for an early-stage wellness brand, developing integrated strategy across brand positioning, communications, promotional planning and merchandising.
- Directed end-to-end brand development including messaging architecture, visual identity evolution and go-to-market execution.
- Oversaw editorial strategy, social media, web development and content production across digital and print channels, ensuring cohesive brand voice and visual consistency.
- Led creation of marketing collateral, product storytelling and performance-focused campaigns to support retail and direct-to-consumer growth.
- Operated in a high-growth startup environment, balancing strategic planning with hands-on execution across cross-functional teams.

**AOL** | September 2008 — February 2010 | *Dulles, Virginia*

### Program Director, Publisher Solutions

Designed and deployed scalable, strategic advertising tools and services to meet publisher needs and increase revenue opportunities.

**Serengeti Communications** | Jan 2008 — Sept 2008 | *McLean, Virginia*

### Senior Client Manager

Managed client relationships from contract signing to completion. Services focused on social media, search, and web analytics.

**AOL** | June 2000 — Dec 2007 | *Dulles, Virginia*

### Online Media Programming Director

### Senior Manager, Brand Marketing and Promotions

## EDUCATION

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**Jack Welch Management Institute at Strayer University | 2023**

Master of Business Administration (MBA), Welch Scholar

**Marymount University**

Bachelor of Fine Arts (BFA) | *Arlington, Virginia*

**Defense Language Institute Foreign Language Center**

U.S. Army Reserve, Mandarin Chinese | *Monterey, California*