

Koren deHaven

Senior Director, Creative and Project Management

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Creative and driven marketing professional with over 20 years of experience leading high-performing teams. A brand and user advocate who adeptly balances customer needs with business requirements. Strengths include inventive problem-solving and critical thinking. Passionate writer, speaker and motivator with an eye for design and an innate ability to communicate clearly and effectively.

EXPERIENCE

Strategic Education, Inc. (SEI) | July 2019 — Present

Herndon, Virginia

Senior Director, Marketing, Creative and Project Solutions

- Lead the internal creative agency supporting Marketing.
- Drive and develop creative vision and standards, as well as team culture.
- Manage 30 talented writers, designers and project managers who create best-in-class marketing assets and digital properties for SEI's brands: Strayer University, Capella University, and SEI.
- Work across channels and all aspects of media — web, video, animation, social, email, display, print, events and more.
- Developed and rolled out new branding for Strayer, Capella and SEI.
- Drive brand strategy for naming and visual hierarchies. Ensure brand compliance and consistency.
- Oversaw development and adoption of email design systems for Capella and Strayer. Shepherding creation of universal web design system.
- Manage multi-million dollar budget and direct hundreds of projects annually. Liaise with outside agencies and freelancers as needed.

Verizon Media/Yahoo/AOL | January 2014 — June 2019

Dulles, Virginia

Director, Marketing, Creative Strategy

- Led a team of results-focused creative program managers driving key marketing initiatives.
- Managed the acclaimed Yahoo rebrand, working with the external agency as well as leaders from brand, design, and product marketing.
- Oversaw integrated marketing for Verizon Media's News and Entertainment businesses.

Creative Services Director

- Directed creative strategy and execution for AOL's \$500M membership subscription business.
- Managed team of designers and copywriters, providing design and copy direction.
- Planned and executed comprehensive marketing campaigns for subscription products including print, radio, SEO/SEM, email, social media and display advertising.

EXPERIENCE (continued)

Big Lens LLC | March 2013 — January 2014

Reston, Virginia

Marketing Consultant

- Key consultant for high-profile clients, producing a variety of online marketing creative, from ideation to execution.
- Assets included video, display advertising, app UI, and infographics.

Pure Matters/Besins Healthcare | April 2011 — February 2013

Herndon, Virginia

Marketing Director

- Developed and implemented marketing, communication, promotional, and merchandising strategies.
- Managed editorial and social media, web development, digital and print content creation, and marketing collateral production.

AOL | September 2008 — February 2010

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

Online Media Programming Director

Senior Manager, Brand Marketing and Promotions

EDUCATION

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*