

2025

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KACY FABIE

CREATIVE EXECUTIVE

[kacyfabie.com](http://kacyfabie.com)

CONFIDENTIAL

2025

Kirkland's  
Home

Kleenex®  
BRAND  
TISSUES

Scott  
Products

  
COLOUR  
REPUBLIC

Nutro  
NATURAL CHOICE™

Cesar®

  
Greenies  
DENTAL TREATS.

  
Pedigree

Country  
Living

 Kimberly-Clark  
PROFESSIONAL™

V

  
TurtleWax®

2025

## HI, I'M KACY

With over 20 years of experience leading high-performing creative, marketing, and digital teams across Fortune 100 brands and purpose-driven organizations, I'm ready to bring both heart and strategy to a mission that aligns with my values and expertise.

KACY FABIE | CREATIVE STRATEGIST



2025

## WHAT I BRING TO THE TABLE

Most recently at Kirkland's Home, I led a 20-person cross-functional marketing team spanning graphic design, performance marketing (Paid Media), lifecycle marketing (Email/SMS/CRM/Social), as well as managing an on-site photo/video studio, website analytics, and eCommerce operations.



### CREATIVE BRILLIANCE

Ability to deliver refreshed brand experiences through visual storytelling, retail experiences, and cohesive design systems.



### MARKETING LEADERSHIP

Data obsessed across email, SMS, paid media, and organic channels—boosting engagement and modernizing how brands show up digitally.



### ECOMMERCE EXPERTISE

Digital transformation champion, from platform optimization and site performance to analytics-driven merchandising strategies.



02

KACY FABIE | CREATIVE STRATEGIST



PASSION



CREATIVITY



COLLABORATION

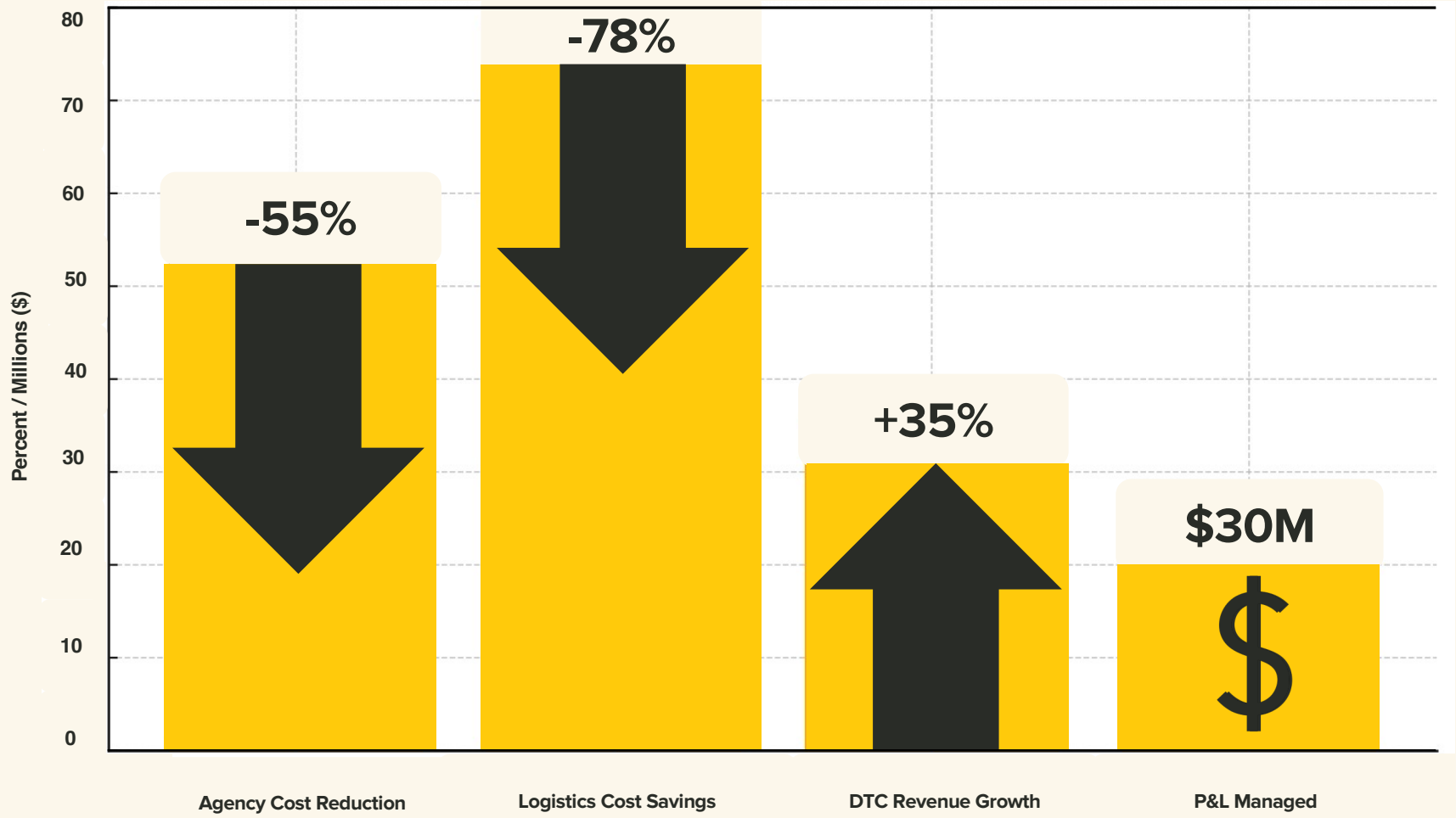


INNOVATION

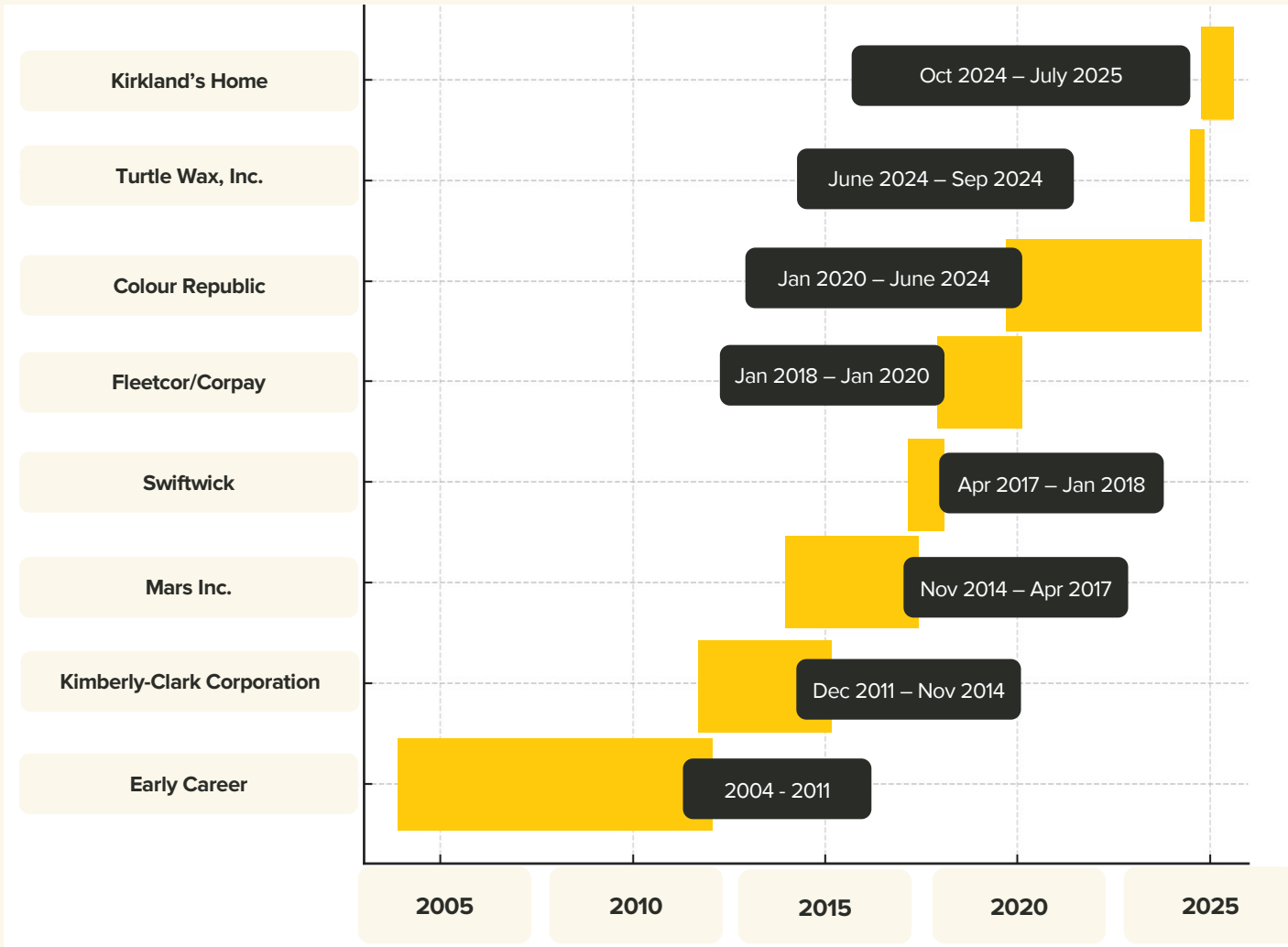


EFFICIENCY

# MAJOR CAREER HIGHLIGHTS



# CAREER TIMELINE



## WHAT OTHERS HAVE TO SAY



### Gratifying Experience



July 5, 2024, Bernardo reported directly to Kacy

“Kacy is a proactive leader and motivator, knowledgeable in the digital world, eCommerce, marketing, social media, and multiple sales channels. She is an excellent person, friend, responsible, and above all, efficient with her team. It is truly a gratifying experience to work with Kacy!!!”



### Leads By Example



July 5, 2024, Jason reported directly to Kacy

“Kacy fosters a working environment that encourages creativity, trust and confidence. Always kind and professional, with an ability to bring out the best in people, Kacy is a stalwart champion for her staff. She also leads by example, showing diligence, attention to detail and strategic excellence, a pleasure to work with!”



### Spots Latest Trends



June 3, 2024, Christy reported directly to Kacy

“What sets Kacy even further apart is her expertise in marketing and the ecommerce space. Kacy takes command of digital marketing strategies, with a sharp eye on both analytics and the latest industry trends. Kacy's knack for spotting opportunities for growth, while offering the best user and customer experience, is an invaluable asset to our organization.”

2025



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CAREER & WORKPLACE

### 40 Under 40: Kacy Fabie, Colour Republic



Kacy Fabie is Colour Republic's head of digital marketing and e-commerce.

MARTIN B. CHERRY | NASHVILLE BUSINESS JOURNAL

Jul 1, 2022

[PLAY VIDEO >](#)

### Colour Republic and Country Living Announce Launch of "Country Living Floral Collection"

February 2, 2021



New York, NY – Colour Republic launched the Country Living Floral Collection licensing partnership with Hearst Magazines' Country Living. Freshly picked and artfully arranged, the Country Living Floral Collection offers unique floral designs for every occasion that can be delivered straight to your home to make each moment—and each place you put them—feel even more special.

[READ ARTICLE >](#)



### 58 - DTC is Blooming at Colour Republic: Kacy Fabie, Head of eCommerce

podcast.kenyarmosh.com

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### Kacy Fabie Joins International Fresh Produce Association (IFPA) Leadership Program — a Floral Industry First

NOVEMBER 10, 2022 | NEWS



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THANK  
YOU

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