

KENDRA GAINES

CREATIVE STRATEGIST & DIRECTOR • CONTENT STRATEGY • BRAND STORYTELLING

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Creative strategist and creative lead with 10+ years of experience shaping campaigns, brand narratives, and audience-driven storytelling across healthcare, education, digital media, and culture-focused platforms. Experienced translating audience insight, cultural trends, and business objectives into differentiated creative concepts, content systems, and campaign strategies. Background spans agency creative leadership, editorial strategy, production direction, and independent consulting engagements.

CORE EXPERTISE

Creative Strategy	Brand Storytelling	Pitch & Presentation Development
Content & Editorial Strategy	Narrative Development	Content Systems & Workflow Strategy
Audience Insight & Cultural Analysis	Creative Direction	Digital Video & Social Content
Campaign Concept Development	Cross-Functional Leadership	Trend Analysis & Audience Engagement

EXPERIENCE

INDEPENDENT CREATIVE STRATEGIST & CREATIVE DIRECTOR

Freelance | 2024 - Present

Selected Projects

University of Pennsylvania - Office of Communications

- Created strategic presentation decks connecting individual content pieces to broader organizational narratives and audience perception goals
- Recommended workflow and collaboration improvements across planning, kickoff, and cross-functional communication processes
- Developed editorial and content strategy recommendations designed to strengthen institutional storytelling and reinforce brand differentiation

Jerner Law

- Reframed legal and educational materials to improve accessibility, audience understanding, and engagement
- Developed audience-centered communication strategies across brochures, event materials, and community-facing touchpoints

Courtside Kenny

- Produced audience-driven digital media content analyzing fan behavior, cultural trends, and storytelling opportunities within women's sports
- Published 85+ long-form video essays generating 74,000+ annual views while using audience insights and engagement trends to shape content strategy
- Managed end-to-end content workflows from concept development through production, editing, and distribution

ART SUPERVISOR / CREATIVE LEAD

Digitas Health | 2021 - 2025

Led creative development and campaign storytelling across digital video, social, and integrated media for national healthcare brands.

- Shaped campaign direction and creative positioning for national healthcare campaigns, developing differentiated concepts designed to stand apart within competitive categories
- Translated audience insight, cultural nuance, and behavioral understanding into campaign concepts across digital video, social, TV, and out-of-home media
- Implemented creative format shifts and storytelling approaches to improve audience resonance, including a music-driven YouTube campaign designed to create emotional connection and immediate patient recognition
- Built and presented campaign concept decks, production frameworks, and strategic storytelling presentations for internal stakeholders and client approval
- Collaborated cross-functionally with strategists, writers, producers, and clients to align creative execution with business objectives and audience needs
- Co-led creative direction for a 2-day video production with a 10+ person crew, guiding narrative structure, visual storytelling, and production alignment
- Developed production and presentation materials including mood boards, storytelling frameworks, and shoot planning systems to support creative consistency and execution

SENIOR ART DIRECTOR

Patients & Purpose | 2019 - 2021

- Translated strategic direction into campaign narratives, visual storytelling approaches, and audience-facing creative concepts for national pharmaceutical brands
- Collaborated with strategy, account, production, and development teams to deliver integrated digital campaigns and interactive experiences
- Developed integrated campaign concepts and digital storytelling initiatives across branded media and interactive experiences

ART DIRECTOR

McCann / M:United | 2015 - 2019

- Created integrated campaign concepts across social, digital, and experiential media for brands including Microsoft, Lysol, Ulta, and New York Lottery
- Contributed to campaign ideation, influencer initiatives, and presentation development supporting audience engagement and brand storytelling goals
- Collaborated with cross-functional creative and production teams on campaign narratives, visual storytelling, and experiential activations

EDUCATION

VCU Brandcenter
MS, Advertising

Virginia Commonwealth University
BS, Advertising