

Kendra Gaines

Creative Director (Art) • Content Strategy • Brand Storytelling

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Strategy-driven creative director with 10+ years of experience shaping campaigns, brand narratives, and audience-driven storytelling across healthcare, education, digital media, and culture-focused platforms. **Background spans agency creative leadership**, editorial strategy, production direction, and independent consulting engagements.

Core Skills

Adobe Creative Suite	Campaign Concept Development	Cross-Functional Leadership
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

Experience

Freelance

Independent Creative Strategist & Creative Director | 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

Digitas Health

Art Supervisor / Creative Lead | 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

Patients & Purpose

Senior Art Director | 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

McCann New York

Art Director | 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