Kendra • Croft

CREATIVE DIRECTOR

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Los Angeles, CA

Creative Director with 10+ years building culture-led work for Walmart, PepsiCo and many more brands.

EXPERIENCE

Contender
Chicago, IL · Remote — 2023 – Present

Creative Director · Led a team of 9 · Walmart

- Led Walmart creative within an IAT structure across holiday, back-to-college, Black History Month, Easter and Olympics moments, each campaign anchored by a hero TV spot.
- **A Who Knew Carol**, Walmart's 2026 holiday campaign starring Walton Goggins as Scrooge alongside the Muppets.
- **Hot Girl Swim**, Megan Thee Stallion's very first Hot Girl Summer swimsuit launch. Telly Award Winner, 2026. Featured in Ad Age, WWD, Billboard, Cosmopolitan, Complex and USA Today.
- **Love Jones**, a holiday spot reuniting Nia Long & Larenz Tate after 27 years.
- **Add to Heart**, a holiday rom-com spot with a TikTok extension that kept the story running. Clio Award Winner, 2023.
- **Walmart Express Delivery**, a platform campaign spanning six films across three years.

Spike DDB
New York, NY · Remote — 2022 – 2023

Creative Director, Copywriter · Cadillac, Brooklyn Brewery

- **Cadillac Lyriq and Optiq** ad development and website content management.
- **Brewed to the Fullest** for Brooklyn Brewery, a film featuring Spike Lee celebrating the essence of Brooklyn.

Ten35
Chicago, IL · Remote — 2020 – 2022

Associate Creative Director · Led a team of 6 · Lipton Tea (PepsiCo), ORS Olive Oil, Meta Elevate

- **Have Some Tea with Cousin T** for Lipton: a five-episode content series, a live family festival activation and an in-feed social sweepstakes with Grammy Award-winning artist T-Pain, generating over 17 million views on TikTok. Featured in Ad Age.
- **Laid & Limitless** for ORS Olive Oil: film plus a key visual photography package covering three product lines.

Kastner LA
Los Angeles, CA — 2016 – 2020

Copywriter · Led a team of 5 · Branded entertainment and long-form storytelling

- **Jockey x Mr. Flower Fantastic, Garden City** at ComplexCon: managed artists and talent, including graffiti legends Blade and SAR, and selected the influencers who carried it on social.
- **Brookfield Properties, Bunker Hill Innovator Series**, an award-winning episodic series that brought art and humanity to real estate.
- **Red Bull Cartoon** ad development for TV, digital and hyper-local OOH.
- **Wise Snacks** content development for each of their marquee brands: Cheez Doodles, Golden Potato and Food Truck Favorites. The Doodle Method for Cheez Doodles earned 1.3 million impressions in its first week, doubled purchase intent among ages 18–30 and won an LA ADDY.

Rubin Postaer and Associates
Los Angeles, CA — 2015 – 2016

Junior Copywriter, Social · Tempur-Pedic social channels

Translation LLC
New York, NY — Summer 2014

Social Media Intern · Social strategy and content creation for DSW, Champs Sports, State Farm, Budweiser Made in America Festival

RECOGNITION

- **Telly Award Winner**
  2026 · Walmart, Hot Girl Swim
- **Clio Award Winner**
  2023 · Walmart, Add to Heart
- **One Show Shortlist**
  2019 · Cheez Doodles, The Doodle Method
- **Shorty Award, First Place**
  2019 · Real Estate, Brookfield
- **LA ADDY, Bronze**
  2019 · Cheez Doodles, The Doodle Method

LEADERSHIP

The Marcus Graham Project

iCr8 Bootcamp Facilitator, 2025
Co-led 12 young professionals over 3 months to concept, create and pitch for GMC and Apple.
Creative Mentor, 2023 – 2024

Creative Ladder

Rising Leader Academy, Inaugural Cohort, 2023
Training in management, intentional feedback, self-advocacy and authentic industry networking.

ADCOLOR

Advisory Board Member, 2017 · Content Team Lead, 2018 – 2019 · Contributing Writer, 2020 · ADCOLOR Future, 2014

MAIP

Mentor, 2017 and 2020 · Alum, 2014

EDUCATION

The University of Texas at Austin

B.S. Advertising, Texas Creative, 2015
College of Communication Honors

CAPABILITIES

Interagency Team (IAT) Leadership · Creative Governance · Cross-Agency Workflow · Mentorship · Strategic Planning · Talent Partnerships · Branded Entertainment