
KENDRA CROFT



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(409)781-3209

CREATIVE
INSIGHTFUL
STRATEGIC

SKILLS

Creative Development
Leadership | Strategic Planning
Public Speaking | Copywriting
Scriptwriting | Presentation
Pitching | Hosting

Microsoft Office | iWork Apps
Google Suite | InDesign
Photoshop | Premiere | Keynote
Final Draft | Ceros

AWARDS/HONORS

2023 The Creative Ladder:
Rising Leader Academy Participant
2023 Air Cover Leadership
Training Participant
2019 Bronze Shorty Award Winner
2016 Google ADBYTE Participant
2015, 2016 ADCOLOR
Advisory Board Member
2015 MAIP Mentor
2014, 2015 Lagrant Foundation
Scholarship Recipient
2014 ADCOLOR Future
2014 MPMS
2014 MAIP Alum

EXPERIENCE

FREELANCE CREATIVE DIRECTOR

JANUARY 2023 - PRESENT

- **SPIKE DDB** - Developed Cadillac 2023 Women's History Month digital/social content

CONTENT STRATEGIST/WRITER | THE MARIAN DUPREE GROUP

JANUARY 2023 - PRESENT

- Craft monthly content plans interpreting incoming research & insights complete with articles, graphics, and image sets.

ASSOCIATE CREATIVE DIRECTOR | TEN35

CHICAGO, IL | NOV 2020 – 2022

Digital / Content / Script Writing / Strategy

- Reliable creative lead for big ideas and creative consultation partnerships with external agency partners
- Built and maintained trusted relationships amongst clients and A-list talent
- Developed and mentored 4 direct reports in addition to leading a team of 8-10 jr. to mid-level creatives across a range of brands
- Developed digital content across platforms and led multi-city campaign productions
- Quickly turned around comprehensive creative campaigns under tight deadlines
Lipton Tea | Facebook (META) | Microsoft | AT&T | Pepsi Co. (Lipton Tea, Starry, Pearl Milling Co.) | Nike x City Gear | 24 Hour Fitness | Dove | Namaste (ORS Olive Oil) | Cantu | Molson Coors | Stellantis | Black Breast Cancer Alliance | Greater Chicago Food Depository

COPYWRITER | KASTNER LA

LOS ANGELES | FEB 2016 – NOV 2020

Branded Content / Event Production / Headlines / Radio

- Worked closely with the CCO and Creative Director to build an agency centered around branded entertainment and content
- Trusted as go-to creative for developing culturally relevant new business pitches on a consistent basis
- Developed launch campaigns with & for A-list talent
- Led team brainstorms & creative development across the creative department
- Worked hands-on with the production department on both digital and event productions
Red Bull | Jockey Underwear | Wise Snacks | Brookfield Properties | Lenny & Larry's Cookies | SNKR Inc. | Shock Top | Hennessy

JR. COPYWRITER | RPA

LOS ANGELES | JUN 2015 – FEB 2016

Social Copywriting

- Developed monthly content calendars across Pinterest, IG, & Twitter
- Produced consistent creative content on a monthly basis (20-30 posts a month per platform)
- Drove engagement through social campaigns for major cultural moments like the Super Bowl
Social Media for Tempur-Pedic®

SOCIAL STRATEGY INTERN | TRANSLATION LLC

NYC | SUMMER 2014

- Built social strategies across social platforms
- Implemented social listening tools and analytics to drive engagement
- Partnered with the creative team to develop strategic and engaging social content
- Created content buckets and monthly content calendars
DSW | Champs Sports | State Farm | Budweiser's Made in America Fest

EDUCATION

THE UNIVERSITY OF TEXAS | 2015 McCombs Business School Foundations Certified
ADVERTISING B.S. – TEXAS CREATIVE College of Communications Honors Program
Focus: African & African Diaspora