

SHARON KENDRICK

CREATIVE DIRECTOR

OBJECTIVE

Award-winning conceptual advertising creative seeks a dynamic role where smart thinking and innovation are required and giving back is possible. Specializing in concept development and visual storytelling, I have a robust trajectory of art direction, design, digital production, strategy, writing, illustration, photography, and video production. An energetic team leader, I can lead from concept through production to create impactful, thoughtfully designed products.

EXPERIENCE

2006-25 ADVERTISING CREATIVE DIRECTOR / ART NY + LA

- Developed creative campaigns inspired by strategic marketing insights, current events, and pop culture for large corporate clients and medium to small educational non-profits, drawing on storytelling and innovative media approaches.
- Spearheaded developing big ideas and the creative vision to overseeing the creation of fresh iterations across platforms - including digital, social, media, print, experiential, TV, BTL, TTL - while ensuring brand consistency and platform relevancy.
- Collaborated with team to design engaging presentations and to present to clients. Curated talent to bring creative to life.
- Directed photo shoots, animators, editors, and producers to execute an impactful final creative product. Supervised and hands on asset creation and documentation of design systems.
- Managed and mentored a team of designers while inspiring a collaborative and creative culture. Hands-on knowledge of Adobe Creative Suite, Figma, Sketch, and video editing programs.

Clients Include: Understood + Success Academy + Ogilvy + SCPF + SY partners + Grey + JWT
Cult 360 + Vayner + Manifest + Tribal + DDB Wunderman + FCB + Havas + Lloyd & Co + Tribal
DDB + Interparfum + Lynx + Havas Health + Laird & Partners + mcgarry bowen + Dotglu + RAPP
CLASSPASS + ALOHA + Makerbot + Organic + Digitas + MRM + Tequila + Chiat Day + NYC
Public Schools + Arnold + mcann + David and Goliath + Taxi + Kirshenbaum and Bond

2015-24 TEACHING ASSISTANT TO RONNIE LANDFIELD, ART STUDENTS LEAGUE NY

- Ensure a smooth and engaging learning experience to facilitate students exploring mark making on their own terms, encouraging students to develop their own practice.
- Provide basic guidance on techniques, composition, color mixing, and materials.
- Foster a positive and inclusive environment where students feel comfortable asking questions and seeking guidance.
- Assist in producing, curating and installing group art shows.

2023-24 CURATOR, ELIZABETH FOUNDATION FOR THE ARTS NY

- Collaborated with the EFA to create a thought provoking exhibition of EFA-affiliated artists' work.
- Designed the theme, interviewed artists, selected art work, and designed the exhibit.
- Handled scheduling, art transportation, PR and community outreach.
- Developed and selected talent to create educational short social media films.

2023-24 PHOTOGRAPHY ASSISTANT NY

- Assist with lighting and production design, handling talent, scheduling, and catering.
- Assist with post production and cataloging images.

EDUCATION

B.S. in Mass Communication, Boston University MA