

# Kendra Kirkpatrick

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Proven professional creative director with 8+ years of experience in providing and leading creative direction in an agency setting. Strong background working in healthcare. Adept in creating engaging marketing materials, managing client accounts, and leading internal teams. Proficient in using Adobe Creative Suite, Microsoft Office suite and other tools in developing materials for various print and digital marketing channels.

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## Contact

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## EDUCATION

### UNIVERSITY OF MS

BS, Integrated  
Marketing  
Communication  
December 2013

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## SKILLS

Graphic Design  
Digital Marketing  
Strategic Planning  
Management  
Copy Writing  
Adobe Creative Suite  
Microsoft Office Suite  
WordPress  
Research  
Healthcare Marketing  
Content Creation  
Social Media

## RELEVANT EXPERIENCES

### LEAD CREATIVE DIRECTOR

KIRKBROOK BRAND AGENCY, SOUTHAVEN, MS  
Mar 2018 – September 2024

Take ownership and responsible for overall creative processes and project workflow. Conduct initial meetings with stakeholders to discuss vision and overall direction of projects. Direct internal teams to develop compelling copy and imagery that aligns with client voice, look and feel. Lead presentation and briefing for clients in various industries. Provide feedback and ongoing recommendations for improving creative solutions for client business needs. Manage multiple projects and consistently meet deadlines.

### BRAND SPECIALIST

DRIVE NEXT AUTOSALES, MEMPHIS, TN  
April 2014 - Mar 2018

Translated the company's mission, vision, and values into a brand narrative that resonates with the target audience. Created and managed brand guidelines, messaging, and visual identity elements. Managed the company's online presence, including social media accounts and the company website. Provided great customer service by anticipating and responding to customers' needs. Develop and implement strategies to increase brand awareness and dealer sign-up.

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**PORTFOLIO  
LINK / QR  
CODE**



[kendrakcreative.com/p  
ortfolio](https://kendrakcreative.com/portfolio)

**OTHER WORK EXPERIENCES**

**METHODIST UNIVERSITY HOSPITAL**

PHARMACY TECH I  
March 1999- June 2003

**ST. JUDE CHILDREN'S RESEARCH HOSPITAL**

CERTIFIED PHARMACY TECH II- IV/CHEMOTHERAPY  
June 2003 – July 2011

**ACADIA HEALTHCARE - MILLCREEK OF MAGEE**

SITE MANAGER  
April 2020 – August 2022

**NOTEWORTHY ACHIEVEMENTS**

- Spearheaded an in-depth marketing campaign series for a home healthcare facility that increased the quality of qualified candidates by 63% within 6 months, improved employee retention that surpassed the 180 days goal.
- Served on a panel with 5 other local business leaders for a small business conference with approximately 100 attendees discussing minority businesses. Lead the topic on the importance of strategic planning and brand development during the startup phase.
- Develop a 70+ page self-guided brand development workbook that helps small business owners build their brand strategically using our agency 5-point methodology to brand development.
- Organized the marketing campaign “Behind Every Door” for small artsy town in MS that proved to increase tourism by 27%

