

# Kendra Malcolm

Art Director / Creative Lead

## About Me

Kendra Malcolm is an awarded Art Director/Creative Lead with over 10 years of experience working in advertising and marketing.

After graduating from Alberta College of Arts and Design with a Bachelor of Design Degree Kendra received a scholarship to attend the School Of Visual Arts in New York where she studied advertising. She spent the next 9 years working in Manhattan advertising agencies where she Art Directed a variety of TV commercials, on-line videos, radio spots, print/OOH campaigns, social media content, web designs, and promotional items.

Kendra moved Cambodia in 2014 to become Lead Creative in a marketing agency that focused on helping those in need. In December of 2016 she completed a contract job in Zambia where she was Creative Lead for a financial inclusion project funded by The United Nations Capital Development Fund.

On top of her work as an agency creative, Kendra is also a published illustrator. She's created art for books and a variety of advertising materials.

## Skills

Graphic Design  
Art Direction  
Copy Writing  
Illustration / Art  
Leadership / Teamwork  
Innovative problem solving  
Photography

## Contact

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Skype : OhKenadra  
Cell : 403 797 4613  
Advertising : kendramalcolm.com  
Illustration : kendraws.com

## Experience

|               |                                                                                                                                                                                    |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Current       | Freelance Creative<br>Art Director / Illustrator                                                                                                                                   |
| 01/14 - 03/15 | 17 Triggers, Phnom Penh, Cambodia<br>Art Director / Creative Lead<br>Role: Created and oversaw the design and production of material and systems focused on helping those in need. |
| 02/11 -01/14  | Gotham, New York<br>Art Director<br>Role: Created advertising campaigns that spanned across a wide variety of media from brief to finish.                                          |
| 03/06 - 02/11 | DeVito/Verdi, New York<br>Art Director                                                                                                                                             |
| 04/10 - 12/10 | Seven Footer Press, New York<br>Freelance Illustrator                                                                                                                              |
| 06/05 - 08/05 | Ogilvy & Mather, Calgary<br>Junior Art Director                                                                                                                                    |

## Clients

|                  |                   |                       |
|------------------|-------------------|-----------------------|
| Denny's          | UNcdf             | Mount Sinai Hospital  |
| Best Western     | Lucky Iron Fish   | Better Work Vietnam   |
| Sports Authority | Child Safe        | Nourish Cambodia      |
| Chobani Yogurt   | Legal Sea Foods   | Life Water            |
| Newman's Own     | Duane Reade       | GoRave Audio          |
| Sunglass Hut     | Meijer            | Friends International |
| World Vision     | Abington Hospital |                       |

## Awards / Honours

Clio Awards : Silver, 2 Bronzes  
Cannes : 2 Merits  
Addy Awards : 5 Golds, 2 Silvers  
New York Festivals : Bronze  
Racie Awards : Gold, 3 Silvers, 3 Bronze  
Ad Rodeo : Gold  
Big Rock Eddies : Gold  
Applied Arts Annual : 4 Student Awards

## Education

|           |                                                                                                         |
|-----------|---------------------------------------------------------------------------------------------------------|
| 2005 - 06 | School of Visual Arts, New York<br>Advertising Major                                                    |
| 2000 - 05 | Alberta College of Arts & Design, Calgary<br>Visual Communications Major<br>Degree : Bachelor of Design |