

KENYON HENDERSON

CREATIVE STRATEGIST

Creative Direction | Brand Strategy | DTC / E-Commerce | Paid Social | Video

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PROFILE

Creative Strategist with a background spanning production, creative direction, video, and e-commerce brand building. More than a decade of experience turning ideas into visual work - from television and commercial production to independently directing content for brands and building DTC concepts from positioning through execution. Strongest at the point where strategy becomes a visual decision: defining what should be made, how it should feel, and how the pieces work together as a recognizable brand.

EXPERIENCE

Founder / Creative Strategist - FANG Energy | 2026 - Present

- Built the creative direction and brand world for a DTC energy brand, translating product positioning into a distinct visual and verbal system across e-commerce, social, paid creative, and creator content.
- Developed audience and campaign concepts connecting performance culture, gaming, internet culture, and dark-fantasy storytelling without allowing mythology to overshadow the product.
- Directed product storytelling across flavor identities, campaign concepts, social creative, product imagery, messaging, and digital merchandising.
- AI-assisted workflows supported exploration, production, and iteration while maintaining human creative direction. Developed paid-social concepts and messaging across hooks, visual approaches, audience angles, and testing variations.
- Directed the e-commerce creative experience across product presentation, landing pages, lifecycle/email creative, and conversion-focused brand touchpoints.

Selected work: [FANG Energy Case Study](#)

Creative Director / Videographer / Editor - Nigredo Vision | 2015 - Present

- Partnered directly with businesses, agencies, and independent clients to translate ideas, business objectives, and brand needs into finished visual content.
- Led projects from creative planning through production and post-production, including client collaboration, shoot direction, camera operation, editing, and final delivery.
- Directed additional camera operators and production collaborators to capture footage aligned with the intended creative vision.
- Produced commercial, corporate, promotional, event, and social content across real estate, marketing, wellness, coaching, and professional services - building a hands-on understanding of visual storytelling, composition, pacing, and audience attention.

Camera / Production - Freelance Television & Commercial Production | 2018 - 2019

- Contributed to television and commercial productions for HGTV, National Geographic, Disney+, MTV, Revolt TV, Travel Channel, Oxygen, FloSports, and independent production companies.
- Worked across Camera Operator, Assistant Camera, Second Camera, Production Assistant, Camera PA, Sound Mixer, and DP roles; supported crews across camera, lighting, audio, talent, set operations, and production logistics.

Production - Viacom (MTV) / Invodo | 2011 - 2017

- Supported broadcast, live-event, commercial, and digital production; served as a production logistics point of contact for MTV Woodie Awards activity during SXSW, coordinating incoming equipment and communicating with producers and event teams.
- At Invodo, supported web-content productions for The Home Depot, Samsonite, Toys "R" Us, Step2, and Crocs across camera, lighting, audio, product staging, scripts, and teleprompter operation.

CAPABILITIES

Creative Strategy | Creative Direction | Brand Strategy | Campaign Concepts | Visual Storytelling | DTC / E-Commerce | Paid Social Creative | Content Strategy | Messaging & Hooks | Audience Positioning | AI-Assisted Creative | Video Production | Video Editing | Camera Direction | Concept Development

Tools: Final Cut Pro | Figma | Canva | AI Creative Tools