

MEGHA KRAFT

CREATIVE DIRECTOR // BRAND BUILDER // FOUNDER

2x TELLY AWARD / NATIONWIDE RETAIL + OOH IN 156 DOORS / TEAMS UP TO 60+ / AI-NATIVE FOUNDER
TALENT HIGHLIGHTS: METRO BOOMIN · SERENA WILLIAMS · NATALIE PORTMAN · ICE SPICE · CURREN\$Y

VENICE BEACH, CA

Mexico City, MX
Toronto, Canada
Puerto Escondido, Oaxaca

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EXPERTISE

- Creative & Art Direction
- Brand Strategy & Identity
- World-Building
- Campaign Development
- Photo & Motion Direction
- Team Leadership (60+)
- Content Strategy
- Product & Retail Design
- Experiential & OOH
- Go-to-Market
- Behavioral-Science Strategy

TOOLS

CREATIVE & OPS

Figma · Adobe Creative Suite ·
Keynote · Frame.io · CapCut · Monday
· Notion · Slack · Google Workspace ·
Metricool

AI & EMERGING

Midjourney · Claude · Claude Code ·
AI-assisted production & vibe coding

Award-winning Creative Director with **15+ years** building brands, campaigns, and the immersive *worlds* around them — directing celebrity-led, nationwide campaigns for **Nike**, **Team USA**, and **Ulta Beauty** across retail, out-of-home, and experiential. **Two-time Telly Award winner**. An **AI-native** director at the cutting edge — building her own AI-powered creative products — with strategy grounded in **behavioral science**. Leads teams of up to 60+ and founds and scales her own brands, increasingly channeling that craft into impact-driven work.

EXPERIENCE

The Creative Hotline — Co-Founder & Creative Director 2026 — PRESENT

On-demand senior creative direction, specializing in customized AI build-outs for founders. A 45-minute AI-assisted session with two senior CDs (30+ yrs combined) delivers a 24-hour action plan. Own brand, product, and go-to-market.

Tropical Trash — Founder & Creative Director 2025 — PRESENT

A sustainable surf-and-beach lifestyle brand and store, funding recycling infrastructure in the world's best surf communities. Lead brand identity, product, e-commerce, and retail. **tropicaltrash.mx**

Disco Dolly — Founder & Artist 2024 — PRESENT

A personal art project and creative-identity exploration — reflective art that amplifies joy. **@discodolly__**

Ona Creative — Creative Director · women-owned LA agency 2022 — 2024

Lead creative director on the Nike account, plus Team USA, Ulta Beauty, and other brands — owning campaigns end to end across digital, retail, OOH, influencer, social series, and experiential, with talent including Metro Boomin and Serena Williams.

NIKE x JD SPORTS — Nike's largest retail partner

- Created the **Air Max 'Global Air Collective'** (Nike x JD Sports) — built the identity, seeding kits, and 20+ artist shoots (Metro Boomin, Rico Nasty, Denzel Curry +) → record sell-through and organic reach in the millions.
- Built JD Sports a quarterly women's campaign for the **'Need It Now'** collection — concept **'Made For Me'** — directing the debut iteration, **'Auras,'** across retail, OOH, digital, and influencer-led content.
- Led the **Air Max Dn** (multi-city) and **Air Max Pulse** (six-city) launches — cross-country influencer campaigns.
- Directed **'Enter Your Element'** Air Max Holiday '23 immersive retail campaign with Metro Boomin — live in **156 stores** incl. Times Square & Chicago State St.

NIKE — brand campaigns

- Directed Air Force 1 40th Anniversary **'Join Forces'** (hip-hop-led 5-city campaign), Nike Kids **'Bras for Every Body'** (1M+ views), and Nike Basketball **2023 NBA All-Star 'Preservation of Sport'** (salt-flat court, Salt Lake City).
- Directed **Nike Running** seasonal campaigns — 'Bloom,' 'BRS,' and 'Progression.'
- Designed Nike physical brand experiences — **3D window displays, in-store layouts, seeding kits, and custom merch.**
- **Team USA** — CD on the USWNT World Cup jersey-reveal spot (narrated by Natalie Portman) and Holiday spot; **Director** on the award-winning film → **2x Silver Telly Awards** (Sports + Narration).
- **Ulta Beauty / WYN Beauty by Serena Williams** — Multi-part influencer/UGC launch (IG + TikTok) with seeding kits and CGI films (1.2M+ views).

AWARDS

2x Silver Telly Award — Team USA, Director (2024)
Notable Award Nominee, Breakout Fashion Designer (2017)

EDUCATION

Honors B.Sc.
Human & Animal Behavior
Western University (2014)

INDUSTRY

The One Club for Creativity —
Member & Creative Judge
Keynote Speaker

SELECTED CLIENTS

- Nike
- JD Sports
- Team USA
- Ulta Beauty
- WNBA
- Converse
- Vitaly
- Nordstrom
- Gotham FC
- OMORPHO
- Aputure
- Cadillac Fairview
- Nobis
- A Sculpt Body
- Nue Life
- Wine Vikings
- Bespoken Spirits

EXPERIENCE CONTINUED

Anecdote Creative Consultancy — Founder & Creative Director 2020 — PRESENT

Independent consultancy delivering custom creative solutions for founders and brands — brand strategy, storytelling, content, and experiential work and build-outs. Clients span fashion, beauty, lifestyle, beverage, and wellness.

ICF — Global Consulting — Creative Director, Innovation 2019 — 2020

Led art and design direction for Spark Labs (design-thinking lab) and built the ICF Innovation newsroom, shaping brand voice and content strategy across multimedia and driving notable coverage for flagship projects.

Illbury + Goose — Founder 2012 — 2017

Co-founded a conscious Canadian lifestyle brand at 22. Grew from a \$3K investment to \$500K+ in annual sales and raised \$250K in seed funding. Developed 200+ ethically made products across two retail locations; exited via sale to co-founder (2017).

Earlier Experience

- **Senior Creative Producer** — Mix Media (2018–2019): Directed 60+ branded video stories and mini-docs across music, art, food, and culture.
- **Art Director / Experiential Director / Social Director** — Deighton Cup Derby (2018–2019, 2024): Led social + experiential creative; grew attendance 7K → 10K+ and launched the Greenwood Stakes brand.
- **Creative Director, Special Projects** — Weedbox (2019): Built the content strategy and creative voice for a retail cannabis lifestyle brand within complex US/Canada regulations.
- **Senior Creative Producer** — Ant Social Media (2018–2019).