

MOLLY RYAN HERB

Art Director · Creative Director · Brand Campaign Architect
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PROFILE

Art director and creative leader with 20+ years of hands-on campaign craft — from initial brief to final frame. I concept, I direct, I build. My work spans integrated brand campaigns, photo and video production, editorial systems, and digital platforms. I've run shoots on location and in studio, briefed and guided agency partners, and built repeatable visual systems that give campaigns range while keeping them unmistakably on-brand.

EXPERIENCE

Creative Director — Cityview Magazine — Knoxville, TN 2024–Present

- Art direct and concept all brand-facing campaigns across print, digital, and out-of-home for a regional media brand with 100+ active advertiser relationships
- Direct photo and video shoots from pre-production through final delivery; oversee photographers, videographers, and production vendors
- Develop visual systems and repeatable campaign frameworks that give each client's creative range while keeping it brand-coherent across platforms
- Lead concept presentations directly with clients — selling ideas in the room, then owning execution through to press and digital delivery
- Oversee layout, production, and prepress for six print issues annually; zero missed press deadlines
- Built AI-integrated workflow systems that reduced production overhead and allowed creative output to scale without additional headcount

Creative Director — SCL Ventures, LLC 2020–2024

- Led visual quality and brand cohesion across digital and print initiatives for a multi-brand venture portfolio
- Directed full post-production workflows including editing, color correction, and audio mixing across Adobe Creative Suite and Final Cut Pro
- Designed and deployed custom front-end interfaces using WordPress, CSS, and PHP, improving usability and audience engagement
- Produced and directed DSLR photo and video content for brand campaigns across multiple platforms
- Collaborated cross-functionally with marketing, editorial, and executive stakeholders to develop multi-platform content strategies

Lead VR Programming Engineer — Shop WithMe, Inc. — Las Vegas, NV 2016–2018

- Developed immersive, real-time virtual reality environments from LiDAR scan data using Blender and Unreal Engine for national retail clients
- Created walk-through VR experiences allowing Fortune 500 retailers to visualize and modify store designs prior to construction
- Enabled design teams and developers to iterate on physical space concepts inside photorealistic virtual environments — months before build-out

Portrait & Sports Photographer — Reno, NV 2018–2020

- Produced high-quality portrait and sports photography in studio and on-location environments
- Developed creative concepts and visual identities for client brand presence across commercial applications

Producer — Treasure Coast Television — Florida 2006–2008

- Produced high-volume television commercials for restaurant and hospitality clients from concept through broadcast
- Directed on-set production and managed full post-production workflows; collaborated with clients to align creative with broadcast standards

Freelance Visual Producer & Photographer — Nationwide 2008–2016

- Delivered photography, videography, and post-production for commercial and editorial clients across the United States
- Traveled nationally producing visual content for luxury brands and publications; combined practical photography with 3D elements for advanced storytelling

CRAFT & CAPABILITIES

Campaign & Brand Direction Integrated campaign concepting · Art direction · Visual systems · Brand storytelling · Agency partnership

Production Photo direction · Video direction · On-set creative lead · Post-production · Color · Motion graphics

Design & Tools Adobe Creative Suite · Blender 3D · Unreal Engine · WordPress · CSS · PHP · MySQL

Emerging AI workflow integration · Virtual reality environments · LiDAR-based spatial design

EDUCATION

The Art Institute of Fort Lauderdale · Digital Media — Film, Digital Storytelling & Editing
Graduated Summa Cum Laude · Highest Achievement Award