

MOLLY RYAN HERB

CREATIVE SYSTEMS LEADER | BRAND, CONTENT | PROCEDURAL & AI ENABLED PRODUCTION

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EXECUTIVE PROFILE

Creative director with 20+ years across brand campaigns, editorial publishing, photography, video, and digital experiences. Leads teams from concept through delivery, bringing hands-on creative judgment and clear production standards. Identifies workflow challenges and builds practical systems that reduce repetitive work, strengthen collaboration, and give people more room to create.

CORE STRENGTHS

Brand architecture and visual systems • Campaign conception and art direction • Photography, film and motion direction • Procedural & AI enabled creative workflows • Creative studio and vendor leadership Editorial and branded-content production • Cross-functional operating models • Digital experience and front-end fluency

EXPERIENCE

CREATIVE DIRECTOR - CITYVIEW MAGAZINE | KNOXVILLE, TN | 2024-PRESENT

- Direct brand-facing campaigns across print, digital, and out-of-home for a regional media brand with 100+ active advertiser relationships.
- Create and maintain media from pre-production through delivery, coordinating photographers, videographers and clients.
- Create reusable visual systems and campaign frameworks that extend across platforms while protecting brand consistency.
- Present and sell concepts directly to clients, then own execution through press-ready and digital delivery.
- Oversee layout, production, and prepress for six print issues annually with zero missed press deadlines over 12 issues.
- Built procedural and AI-integrated workflow systems that reduced production overhead and expanded creative capacity by bridging gaps between traditional publishing workflows and modern systems.

CREATIVE DIRECTOR - SCL VENTURES, LLC | 2020-2024

- Led staff across production departments, setting creative direction and upholding brand consistency, color accuracy, and quality from incoming artwork through finished products.
- Developed and directed original designs from client briefs and brand assets for events and branded products, overseeing adaptation across products and production methods.
- Built a shared asset catalog, staff intranet, and mockup tools that simplified repetitive preparation and helped teams develop realistic customer proposals while preserving creative flexibility.
- Directed marketing and content strategy across web commercials, static advertising, and social media, including video editing and post-production.

LEAD VR PROGRAMMING ENGINEER - SHOP WITHME, INC. | LAS VEGAS, NV | 2016-2018

- Built immersive real-time environments from LiDAR scan data using Blender and Unreal Engine for national retail clients.
- Created photorealistic walkthroughs that let Fortune 500 retailers review and modify physical store concepts months before construction or possession of physical retail space.
- Translated between design, development, and client teams to make complex spatial ideas testable and actionable.

FREELANCE VISUAL PRODUCER & PHOTOGRAPHER - NATIONWIDE | 2008-2016

- Delivered photography, video, and post-production for commercial and editorial clients across the United States.
- Produced visual content for luxury brands and publications, combining practical photography with 3D elements.

PRODUCER - TREASURE COAST TELEVISION | FLORIDA | 2006-2008

- Produced high-volume television commercials from concept through broadcast for restaurant and hospitality clients.
- Directed on-set production and full post-production while aligning creative with client and broadcast requirements.

EDUCATION

The Art Institute of Fort Lauderdale - Digital Media: Film, Digital Storytelling & Editing
Summa Cum Laude | Highest Achievement Award