

Molly Pierce

Creative Direction, Brand Strategy, Design

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EXPERIENCE

Alley Theatre • Houston, TX

- Provided an enriched and reinvigorated visual language and voice for the heritage brand, including major website, brand guide enhancements
- Developed new cross-departmental process for conceptualizing and producing seasons of original artwork and supportive materials
- Introduced creative studio photography for show promotion, part of an annual content marketing and advertising asset structure and supportive design system
- Achieved huge growth in social media following - 620% follower increase, 138% engagement increase - Alley Theatre is now #3 most followed regional theatre nationally

Associate Director of Marketing • 2024-Present

- Promoted to support the larger marketing team, leading creative direction for all marketing efforts in collaboration with the Director of Marketing
- Oversaw all print, editorial, digital, video, motion graphics, environmental, process development, web development, event marketing, brand development projects
- Supported organizational leadership with creative strategy, utilizing team strengths and resources to actualize ideas and measure results

Senior Brand Strategy Manager • 2023-2024

- Promoted to oversee brand strategy and guide all creative marketing efforts
- Led a team of graphic designers, videographers, and media specialists in collaboration with larger marketing team to conceptualize and produce all marketing materials
- Launched an enhanced brand guide that strengthened the established visual brand with additional elements to create design opportunities and solve specific problems; developed as a digital product to support cross-departmental branding alignment

Digital Manager • 2022-2023

- Joined the marketing team in a new position to oversee and educate the team on all digital marketing initiatives, including: website design and management, social media strategy, digital ad buying and analytics management, email marketing strategy
- Integrated advanced digital marketing techniques in coordination with a developed approach to content marketing and brand storytelling
- Began evaluating opportunities to improve output, streamline processes, and elevate brand expression

Molly Pierce Design • Principal • Corpus Christi, TX

2012-2022

- Worked directly with a diverse family of businesses and organizations in ranging industries to provide branding, graphic design, and web design services
- Selected clients: Corpus Christi Symphony Orchestra, Art Museum of South Texas, Water Street Market, Cornerstone Residential, Woolsey & Woolsey, Corpus Christi Downtown Management District, Texas A&M University - Corpus Christi, Gill Landscape Nursery, Laguna Wealth Services, Corpus Christi Produce, American Bank

EDUCATION

The University of Texas at Austin

Bachelor of Fine Arts in Design

May 2023

SKILLS

Creative Direction

Creative leadership, campaign design, art direction for design and photography, research and ideation, messaging strategy

Design

Design theory, conceptual and practical skills in design: print, digital, editorial, content, spacial, product, process

Branding

Brand development: visual, voice, experiential.

Marketing

Social media and content marketing strategy, process design, digital marketing strategy, writing

Web Development

High working level of technical knowledge, digital architecture and development processes