

Molly Pierce

Creative Director | Art Direction | Brand Strategy

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Creative Director with 20+ years leading brand identity, art direction, and visual storytelling for arts, nonprofit, and commercial organizations. Builds and mentors high-performing creative teams, translates executive vision into cohesive brand systems, and elevates campaign work across print, digital, editorial, and environmental media. Track record of measurable creative impact — from brand systems adopted org-wide to double-digit growth in audience and revenue.

EXPERIENCE

Associate Director of Marketing • 2025-Present

Alley Theatre • Houston, TX

- Direct creative operations and art direction across print, digital, environmental, video, motion graphics, web, and event campaigns for a \$30M nonprofit theatre with 80 years of history
- Lead and mentor a multidisciplinary creative team, setting visual direction and creative standards across a 12-show season produced entirely in-house
- Partner directly with senior leadership to translate organizational vision into brand strategy and creative execution
- Grew annual ticket income 20% through elevated campaigns and brand storytelling

Senior Brand Strategy Manager • 2024-2025

Alley Theatre • Houston, TX

- Promoted to lead brand strategy and creative development across all marketing Channels
- Designed and launched an enhanced brand identity system, built as a digital product and adopted org-wide
- Art directed editorial photography and video campaigns that reinvigorated the visual brand and drove ticket sales
- Managed an in-house design team and contract artists; established a new cross-functional creative process for conceiving and producing season campaigns

Digital Manager • 2023-2024

Alley Theatre • Houston, TX

- Introduced studio photography and video production, establishing new creative standards for marketing visuals
- Directed creative and UX direction for a full website redesign, simplifying navigation and elevating visual storytelling
- Led creative direction of social strategy, growing followers 600%+ and making Alley Theatre the #3 most-followed regional theatre in the U.S.

Founder & Creative Director • 2010-2022

Molly Pierce Design • Corpus Christi, TX

- Ran an independent design studio delivering brand identity, art direction, and web design for a diverse roster of clients across arts, hospitality, real estate, financial services, and retail
- Owned creative vision end-to-end - concept, design, client presentation - serving as sole creative and art director on every engagement
- Selected clients: Corpus Christi Symphony Orchestra, Art Museum of South Texas, Water Street Market, Cornerstone Residential, Laguna Wealth Services, American Bank, Corpus Christi Produce, Texas A&M University-Corpus Christi

EDUCATION

Bachelor of Fine Arts in Design

University of Texas at Austin, 2023

SKILLS

Creative Direction

Creative Direction, Art Direction, Team Leadership & Mentorship, Creative Operations, Campaign Development, Process Design

Branding & Identity

Brand Identity Systems, Brand Strategy, Visual Branding, Voice & Messaging, Design Systems

Design

Editorial Design, Digital Design, Print Design, Environmental Design, Illustration

Digital & Web

Website Strategy, User Experience, Information Architecture

Marketing Support

Content Strategy, Social Media Strategy, Audience Development, Analytics

