

Molly Telfer

Creative Director & Designer

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Summary

Dynamic Creative Director with 15 years of experience in driving innovative creative strategies and executions across digital, print, social, and experiential channels. Recognized for award-winning art direction and design expertise, elevating brand presence and driving market engagement across diverse industries. Deeply immersed in emerging trends and culture, adept at infusing fresh energy and modern vibes into brand strategies to foster brand love and drive results. Sets high standards, inspires teams, and delivers top-tier creative work.

Expertise

- Industry-Leading, Award-Winning Art Direction and Design: Awards Including Cannes Lion, Addy, Clio Healthcare
- 8+ Years of Global Agency Experience: Advertising, Public Relations, Marketing
- Deep Passion and Understanding for Production Processes
- Proactive Collaborator and Strategic Communicator
- Passionate About Emerging Trends, Platforms and Technologies
- Strategic Brand Development: Visual Identity, Systems, Guidelines, Voice, Positioning, Messaging

Work Experience

by relevancy

Publicis Groupe – Seattle

Art Director

2019–2020

- Led creative team on visual execution of multi-channel assets (including digital advertising, social media, broadcast, OOH, experiential, motion and retail) for several [T-Mobile](#) campaigns, including Super Bowl pitch creative.
- Conceptualized, produced and sold in chosen visual direction for [Metro by T-Mobile's](#) rebrand and unveiling campaign – garnering 90% positive sentiment from consumers, a 91% attention score and 5% engagement rate – resulting in T-Mobile adopting the new direction for all subsequent brand campaigns.
- Collaborated with internal and external production vendors to ensure brand cohesion and integrity across all customer touch points.

Ketchum – DC & NY

Senior Designer / Art Director

2012–2015

- Created award-winning integrated PR campaigns for global brands (including [Mastercard](#), Mattel Barbie, Wendy's, [Kraft](#)) through strategic, forward-thinking visual storytelling.
- Art directed and designed visuals for [Mattel Barbie's](#) #unapologetic campaign – resulted in 3.5 billion impressions, 1.2k Tweets, 246 mentions an hour, and a 13% increase in Barbie sales.
- Created visuals and press materials for one of the most popular campaigns in [Wendy's](#) brand history. Our team brought home a Silver Cannes Lion + 3 Cannes Shortlist awards, and Wendy's product stock experienced a 31% increase.

Wunderman Thompson – DC & NY

Associate Art Director

2010–2012

- Helped define and execute the creative vision for award-winning print and digital campaigns for developing pharmaceutical products, ensuring deliverables met and exceeded client high standards of quality, creativity, and production.
- Art directed studio photo shoots for Novo Nordisk's multi-channel marketing materials.

WT Digital Agency

Senior Creative Strategist

2020–2021

- Hired to conduct extensive creative performance audit for several B2B and B2C clients to across multiple digital channels and develop strategies to meet/exceed marketing goals.
- Developed and implemented an internal creative management process, fostering collaboration and ensuring a more organized and streamlined approach to cross-functional work.
- Worked with web, data and account teams to establish KPIs to measure creative performance.

Designing Molly LLC.

Freelance Creative Director

2018– Present

- Art directed and designed a 400-page book for Bert's Big Adventure, including retouching thousands of images, book layout and facilitating a smooth production process with the print vendor.
- Led and produced all materials in rebranding initiative for the historical [Rockefeller Preserve](#), increasing membership by 20% and securing \$750k in fundraising in first 6 months post-roll out.
- Crafted impactful brand identities for various clientele through creative direction and graphic design, including logo development, marketing collateral, front-end website design support, and content creation.

Myria

Director of Content & Creative

2023

- Leveraged expertise in visual storytelling, content strategy, and effective branding to enhance creative output, streamline processes, and boost overall brand awareness and member engagement/satisfaction. Efforts helped drive \$450k+ in new member acquisitions.
- Enhanced business development by working in close partnership with our Founder/CEO to conceptualize, design, and package compelling business pitch decks for brands including Moët Hennessy. This collaborative effort played a pivotal role in securing 5 new clients and partners.
- Utilized AI tools, including ChatGPT and Midjourney, to enhance brainstorming sessions, inspiring unique member experiences and captivating design resulting in heightened creativity and client satisfaction.

Honeywell

Senior Creative Lead, Content Marketing

2021–2023

- Led content marketing initiatives, including social media and SEO strategies, which tripled inbound Marketing Qualified Leads (MQLs), doubled website traffic, and grew social media following by 20% and engagement rate by over 1000% in first year.
- Directed global creative teams in the development and execution of marketing strategies, enhancing brand efficiency and reducing operational costs.
- Created key content marketing and lead nurture initiatives, including 200+ blog posts, 400+ social posts, 20+ guides, 10+ videos, and 30 value-driven webinars.

Science News Magazine

Senior Art Director

2015–2018

- Provided creative direction to biweekly, [award-winning magazine](#) and helped it to be a consistent product across print, tablet and web and accessible to a larger audience.
- Organized, creative directed and led photo shoots for cover and interior magazine art.
- Delegated and approved designs, artwork, photography and graphics developed by design team and external vendors to ensure alignment with creative direction, editorial guidelines and publication's vision.
- Creatively overhauled the Science News Media Kit, transforming it to a digital product – attracting over 20 new advertisers in 9 months.

Awards & Recognition

- Gold Addy, 2013
- Cannes Bronze Lion, 2013
- Clio Healthcare, 2013
- Cannes Silver Lion, 2014
- Eddie and Ozzie Awards, 2015
- Folio Award, 2016

Software & Platforms

- Adobe Creative Suite
- Figma
- Canva
- Sketch
- ChatGPT
- Midjourney AI
- Microsoft Office
- PowerPoint
- Keynote
- Wordpress

Education

Boston University
M.A. Graphic Design, 2010

University of Florida
B.S. Journalism, 2007