



# MOLLYE EDINBURGH

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CREATIVE DIRECTOR | ACCOUNT MANAGEMENT

## EXPERIENCE

2009-2026

### Griffin Communications Group | Creative Director

*Senior Creative Services Manager & Account Executive 2018-2023*

*Creative Service Manager 2013-2018; Graphic Designer & Coordinator 2009-2013*

#### Creative Strategy + Leadership

- Defined overall vision, brand identity and standards across all channels for a diverse portfolio of clients (both B2C and B2B)
- Translated client briefs and business objectives into compelling creative concepts, campaigns, and actionable direction for account leads
- Partnered with executive leadership on all new business proposals and pitches to ensure creative execution aligned with business goals
- Presented creative concepts and campaign strategies to clients & executive leadership
- Oversaw creative operations and team capacity planning to maximize output, meet deadlines, and maintain quality across a high-volume project load
- Built long-term relationships with industry partners, vendors, and collaborators across multiple sectors
- Led and mentored junior staff fostering a culture of creativity, accountability, and professional growth

#### Account Management

- Managed end-to-end creative production across simultaneous projects, overseeing timelines, budgets, and resource allocation from project brief to final delivery
- Designed and implemented creative workflows and standardized briefing processes, optimizing team collaboration, reducing revision cycles and improving first-pass approval rates
- Managed vendor and partner relationships, including render artists and client-selected agencies, ensuring quality and on-budget delivery
- Built and maintained strong client relationships, serving as the primary creative point of contact

2018-2025

### Conrad Challenge | Program Manager

Served as account lead under Griffin Communications for the Conrad Challenge — a global STEM entrepreneurial competition for high school students — driving a comprehensive rebrand and full program infrastructure overhaul in 2018, managing specialized partnerships with organizations including Dell Technologies and Smart Technologies, and playing an integral role in the 2023–2025 transition to new ownership under Space Center Houston.

Creative director and brand strategist with a career built at the intersection of design, strategy, and client service. Experienced in defining brand vision, identity, and visual standards across print, digital, social, and environmental channels for a diverse portfolio of clients — from global corporations to small businesses and non-profits. A collaborative leader who partners with the goal of aligning creative vision with business goals, supporting new business development, and translating complex briefs into compelling campaigns and actionable direction for internal teams.

Equally fluent in project management — managing end-to-end production across simultaneous projects, overseeing timelines, budgets, and resource allocation from brief to final delivery. Experienced in designing and implementing creative workflows and standardized briefing processes that reduce revision cycles and improve efficiency. Known for managing clients, vendors and agency partnerships with a consistent focus on relationships, quality and on-budget delivery.

**At the core of it all: a genuine love for the work in between — the briefs, the relationships, and the ideas that become campaigns. Driven by the belief that great creativity is both aesthetic and purposeful.**

## EDUCATION

2006

### Bachelor of Fine Arts Graphic Design & Advertising

Sam Houston State University

## CORE COMPETENCIES

- Brand Strategy
- Art Direction
- Account Management
- Client + Vendor Relations
- Workflow Development
- Remote + Hybrid Team Leadership

## TOOLS + TECH

- Adobe Creative Suite
- Canva | Adobe Express
- WIX | SquareSpace | Webflow
- Figma
- Microsoft Suite
- ASANA
- monday.com
- Awardforce
- AI & Emerging Tools

## GROWTH

- Verus Global Leadership Training — Team Alignment & Collaborative Leadership
- Ongoing study in AI-assisted creative tools and emerging design technologies

## EXPERIENCE (CONTINUED)

2007-2009

### Easterly + Associates | Designer | Production Artist

Began career in a full-service agency environment, producing and preflighting print-ready files, managing job trafficking from proof review through final delivery, and supporting client presentations and press checks alongside Art Directors and Account Executives. Quickly expanded beyond design into account coordination and front-of-house responsibilities — and ultimately served as sole Account Executive for pro-bono clients, an early signal of the cross-functional path ahead.

2003-2006

### Sam Houston State University

#### Resident Manager | In-House Graphic Designer

Supervised and mentored a team of 8 employees while fostering a student-centered environment focused on personal development and problem-solving. Served as in-house Graphic Designer, producing all departmental collateral, including trade show booths, brochures, and flyers.

1999-2005

### Sweetwater Pools, inc.

#### Area Manager

Managed operations across 12–15 area pools, supervising 40 employees and overseeing scheduling and staff training while maintaining client contracts with neighborhood HOA boards and builders.

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