



MOLLY C. MILLER

CONCEPT CREATOR & DEVELOPER

ABOUT:

Innovative designer and MBA Graduate with experience conceptualizing and executing a range of projects within the hospitality industry. A determined and meticulous Creative Director committed to excellence from start to completion. Passionate about consistency in messaging at each level of execution. Eager to work in a progressive-thinking, creativity-fueled organization that desires to craft enticing and enduring hospitality experiences.

CAREER SUMMARY

Creative Implementer & Owner Representative

Molly C. Miller, Inc | August 2021 to present

Innovative creative leader with experience conceptualizing and executing a range of projects within the hospitality industry. A determined and meticulous project manager committed to excellence from start to completion. Passionate about consistency in messaging at each level of execution. Eager to work with progressive-thinking, creativity-fueled organizations that desire to craft enticing and enduring hospitality experiences.

Director of Concept Development

Makeready LLC | April 2018 to present

Help to write and manage the overall vision for each hospitality project to clearly communicate the independent concept, as it relates to the design, programming and eventual opening. Responsible for the overseeing the integrity of the overall visual appearance of each project, ensuring everything from branding and logo design, to interior design and final finish out of each space are staying true to the conceptual direction. The Concept Development Direction works alongside all teams associated with the project, both internal and external, providing them with a consistent strategy that encompasses the overall design, brand strategy, budgetary and timeline parameters, as well as all target audience messaging and awareness. Assist all departments and outside vendors by helping develop a set of comprehensive mood boards that will determine and direct future initiatives regarding the project's voice.

- Construction Development
 - Partnered with Development leads (Rockbridge Hospitality Development, Architecture firm, Interior Design Firm, Kitchen Consultant, Lighting Consultant, etc) to review all construction drawings for operational and design feedback.
 - Managed third party Interior Design Agencies (Avroko, Studio 11, Curioso, Swoon Studios, DAAD, Parts & Labor, Foda Design) and Branding Agencies (Peck & Co, Swoon Studios, Revolver, LMNOP) selected for each concept) for concept alignment and overall aesthetic execution.
 - Wrote the Makeready Basis of Design for all future project design and operation standards. This document communicates our company standards for all design components (Lighting Design, AV/DV, Operating Supplies & Equipment, Furniture, Fixtures & Equipment, Kitchen Equipment, Architectural Design and Interior Design detailing).
 - Reviewed construction and Furniture, Fixtures & Equipment budgets for alignment, opportunities for savings and possible redirection (for example: a \$100K savings for removing plaster wall specification and simply painting)
 - Provided feedback on all shop drawings to ensure final products are visually aligned to concept and operationally functional.
 - Took lead on all communication with hotel owner and help to update the execute team and team leads with any pertinent information.
- Pre-opening Development
 - Coordinated lead team members (Senior Vice President of Food and Beverage, Senior Vice President of Finance, Senior Vice President & Director of Sales & Marketing, Senior Vice President of Operations, Chief Operating Officer) for feedback and direction on their expertise within the pre-opening budget.
 - Researched and provided project specific statistics, demographics and psychographics for concept guidance and creation.
 - Follow and track local business analytics to help inform each concept's development.

- Work with Sales & Marketing leads on developing a comprehensive competitive set analyses for overall concept direction both locally and internationally.
- Drafted and maintained the pre-opening budget for each project based off of scope and project details resulting in savings (Emeline was produced \$15,000 under budget).
- Wrote, created and maintained each concept deck for pipeline projects resulting in a cohesive script for each concept to help keep operational training and function on target post opening.
- Provided third party interior design recommendations and selections based off of project scope, budget and concept direction.
- Provided third party branding agency recommendations and selection based off of project scope, budget, and concept direction.
- Oversaw all Operational Supplies & Equipment specification and selected and negotiated the necessary purchasing agent for each project.
- Wrote and oversaw the guidelines for photography, social media, Operational Supplies and Equipment booklets for operational continued execution.
- Maintained the integrity of the overall visual appearance of each property through branding, interior design, final finish out, photography, music selection, and social media direction.
- Ensure the individual characteristics of each concept which make up their unique brand/concept, within a project, are maintained at every detail.
- Branding Development
 - Work with third party branding team to develop presentations for ownership's approval and ensure details are thought out and align to initial concept direction.
 - Provide scope of service and negotiate Agency and Vendor fees for each project, as needed.
 - Coordinate the operational list of needs and basis of design for branding firm's guidelines to specific collateral design.
 - Review all collateral for copy and aesthetic brand alignment
 - Collaborate with Branding Director on brand execution, verbiage, and collateral design.
- Existing Project Oversight
 - Provided systemic leadership and course correction for existing projects that are not alignment with original vision or are struggling to be maintained operationally.
 - Drafted remodel plans and executions for various projects (i.e. - rooftop reupholstery, kitchen extensions, restaurant furniture re-selections).
 - Worked with Sales & Marketing team leads on designing brand appropriate collateral for specific needs such as in-room collateral, sales & marketing pieces, event space collateral and more.
 - Identified concept correct marketing ideas for the sales and marketing team lead execution.
 - Developed COVID specific social media guides and content to help further the concept, tell the narrative and reinvigorate the team. We accomplished this task by leaning on already established local partnerships, highlighting our neighborhood favorites, calling attention to our hard working team members, sharing recipes and fun facts about each of our properties.

Director of Development - Design

Ford Fry Restaurants | July 2017 to April 2018

Worked with Chief Executive Officer, Chief Finance Officer, Chief Operating Officer, and entire team to communicate the concept and narrative of each restaurant to each design partner and ensure there is synergy at budget. Responsible for each creative and design component of the projects staying aligned with the original narrative and conceptual direction. Knowledge of construction budgets, Furniture, Fixtures & Equipment procurement pricing and architectural/design drawings for operational and design oversight. Update key leaders on areas of opportunity or to seek necessary review and approval. Help to set the vision for Operational, Supplies & Equipment, Art, photography and uniforms for each property. Ensure that each department head is kept updated on timing and overall concept narrative.

- Concept Development
 - Worked with Chief Executive Officer, Chief Finance Officer, Chief Operating Officer and other team leads to identify the concept and narrative for each restaurant.
 - Managed all third party Design firms (Smith Hanes and Reunion) and helped to ensure brand cohesion, schedule maintenance, and budget alignment.
 - Set the vision, and provided guides for all OSE, Art, photography and uniforms for each property.
 - Partnered with Sales & Marketing Director for photography execution to ensure the brand photography guide was maintained.
 - Personally designed the company's first fast-casual concept, Little Rey.
- Construction Development
 - Oversaw the design, conceiving and development for nine restaurants in four different states. (Superica - Battery Park Atlanta, Superica - Charlotte, Superica - Houston, Le Loup - Nashville, Star Rover - Nashville, The Optimist - Nashville, Superica - Nashville, La Lucha - Houston, Little Rey - Atlanta).
 - Managed construction budgets, Furniture, Fixtures & Equipment procurement, and architectural documentation for all projects.
 - Reviewed all construction drawings and shopdrawings for aesthetic and operational alignment.
 - Reported directly to the Chief Finance Officer and Chief Executive Officer on all budget, schedule and design updates.
 - Led all communication and scheduling with third party agencies.
 - Collaborated with all VP of Food & Beverage and VP of Restaurant Operations for necessary design and operation feedback.

- Existing Concept Oversight
 - Reviewed and maintained all existing properties to ensure brand alignment in all components of design.
 - Reimagined the existing restaurant photography to better align with the programming and experience offered.
 - Helped onsite management with necessary updates and upkeep for each existing property.
 - Successfully remodeled two restaurants without impacting profit or hours of operation.

Design Coordinator

Makeready LLC | May 2016 to July 2017

Led all communication with various design consultants and operators to ensure the narrative of each concept is clearly illustrated through every layer of the project. Develop budget analysis for all branding that corresponds to a strict schedule which works with construction, operations, and other design components. Review and critique construction bids for errors, missteps or possible value engineering opportunities. Help team stay on track for target dates. Create concept decks which help to concisely outline the concept's design and operation through imagery and copy.

- Construction Development
 - Worked with Development leads (Rockbridge Hospitality Development, Architecture firm, Interior Design Firm, Kitchen Consultant, Lighting Consultant, etc) to review all construction drawings for operational and design feedback.
 - Oversaw third party Interior Design Agencies (Studio 11, Swoon Studios, DAAD, Parts & Labor, Foda Design) and Branding Agencies (Peck & Co, Swoon Studios, LMNOP) selected for each concept) for concept alignment and overall aesthetic execution.
 - Reviewed construction and Furniture, Fixtures & Equipment budgets for alignment, opportunities for savings and possible redirection.
 - Provided feedback on all shop drawings to ensure final products are visually aligned to concept and operationally functional.
 - Led the operational review of and onsite supervision of a 400+ key historic hotel in Downtown Dallas, The Adolphus.
- Pre-opening Development
 - Followed and tracked local business analytics to help inform each concept's development.
 - Worked with team leads (Director of Food & Beverage, Chief Operating Officer, Director of Sales & Marketing) on developing a comprehensive comp set analyses for overall concept direction both locally and internationally.
 - Drafted and maintained the Branding budget for each project based off of scope and project details.
 - Wrote, created and maintained each concept deck for pipeline projects.
 - Provided third party interior design recommendations based off of project scope, budget and concept direction.
 - Provided third party branding agency recommendations based off of project scope, budget, and concept direction.
 - Oversaw all Operating Supplies & Equipment specification and selected and negotiated the necessary purchasing agent for each project.
 - Wrote and oversaw the guidelines for photography, social media, Operating Supplies & Equipment booklets for operational continued execution.
 - Maintained the integrity of the overall visual appearance of each property through branding, interior design, final finish out, photography, music selection, and social media direction.
 - Ensured the individual characteristics of each concept's overall narrative, within a project, are maintained at every detail. For example, making sure the plants and pottery align with the conceptual aesthetic and working with the Brand Director on the music selections being an expression of the brand story.
- Branding Development
 - Worked with third party branding team (Swoon Studio, Peck & Co, LMNOP) to develop presentations for ownership's approval and ensure details are thought out and align to initial concept direction.
 - Provided scope of service and negotiate fees for each project, as needed.
 - Coordinated the operational list of needs and basis of design for branding firm's guidelines to specific collateral design.
 - Reviewed all collateral for copy and aesthetic brand alignment
 - Collaborated with Branding Director on brand execution, verbiage, and collateral design.
 - Oversaw the production, ordering and specification for all branding collateral.

Design & Project Manager

Headington Companies (Consilient Hospitality) | December 2013 - May 2016

Responsible for the design and execution of each new concept, ensuring that every component, from marketing and table settings to interior and exterior architecture, upholds the organization's standards for aesthetic excellence while ensuring a superior customer experience. Monitors and responds to the design needs of current operational projects, providing CAD and design renderings, branding designs, and marketing concepts. Communicates effectively and efficiently with general contractors, restaurant employees, and artisans to ensure all projects are executed with excellence and in a timely fashion. Maintains a thorough punch list of all current jobs, provides concept writing and adjustments, ensuring the cohesive and comprehensive maintenance of all projects.

- Construction Development
 - Led the design development of eight independent restaurants(American Food & Beverage - Ft Worth, American Food & Beverage - Atlanta, Thirteen Pies - Atlanta, Thirteen Pies - Houston, American Food & Beverage - Houston, Wheelhouse - Dallas, Sasetta - Dallas, Go-Go- Dallas).

- Selected and managed the general contractor for each development project.
- Provided all interior design drawings and specifications directly the architect for seven independent restaurants (American Food & Beverage - Atlanta, Thirteen Pies - Atlanta, Thirteen Pies - Houston, American Food & Beverage - Houston, Wheelhouse - Dallas, Sassetta - Dallas, Go-Go- Dallas).
- Oversaw the total construction development budget for each project.
- Worked with world-renowned architect, Olson Kundig, on a multi-concept development project in the heart of Dallas' Design District.
- Designed, specified and procured all Furniture, Fixtures & Equipment orders.
- Pre-opening Development
 - Reported Directly to ownership with project updates pertaining to budget, schedule and design.
 - Drafted each Concept Deck for future project opportunities and projects in development.
 - Led communication with ownership and operations to ensure all parties were aligned for each project in development.
- Branding Development
 - Designed and Produced the brand and collateral for Thirteen Pies.
 - Specified and oversaw the new project collateral production (i.e. - menus, coasters, etc.).
 - Maintained communication with Branding Agencies for each project in development and led all collateral production.
- Existing Concept Oversight
 - Supervised all remodel initiatives for existing projects in operations.
 - Designed and Produced various branded collateral for existing properties as needed.
 - Managed collateral alignment was maintained at each property in operation (example: Complete reupholstery and wall refinishing at The Porch - Dallas).

SAMPLE OF PROJECTS EXECUTED

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> ● The Junto (Columbus, OH) ● Hank's Social Hall (Charleston, SC) ● The Adolphus Hotel (Dallas, TX) ● French Room Bar & Restaurant (Dallas, TX) ● Noelle (Nashville, TN) ● The Alida (Savannah, GA) ● Emeline (Charleston, SC) ● Local Jones (Denver, CO) ● El Felix (Battery Park, GA) ● Clerk's Coffee (Charleston, SC) | <ul style="list-style-type: none"> ● Rodeo Bar (Dallas, TX) ● La Lucha (Houston, TX) ● The Optimist (Nashville, TN) ● Superica (Houston, TX) ● Little Rey (Atlanta, GA) ● Star Rover Sound (Nashville, TN) ● Le Loup (Nashville, TN) ● Wayside Tavern (Portland, ME) ● Frannie & The Fox (Charleston, SC) ● Trade Room (Savannah, GA) | <ul style="list-style-type: none"> ● American Food & Beverage (Atlanta, GA) ● Thirteen Pies (Atlanta, GA) ● Sassetta (Dallas, TX) ● Wheelhouse (Dallas, TX) ● Ryder Hotel (Charleston, SC) ● Maudines Coffee (Columbus, OH) ● Little West Tavern (Columbus, OH) ● Brass Eye (Columbus, OH) ● Lost Square (Savannah, GA) ● Otto's Coffee Shop (Dallas, TX) |
|---|---|---|

PROJECTS IN DEVELOPMENT

- The Merchant Building (Columbus, OH)
- Hotel Derek (Houston, TX)
- Hotel San Carlos (Phoenix, AZ)
- Heathman Hotel (Portland, OR)
- Printers Alley Garage (Nashville, TN)
- Hank's 2.0 (Columbus, OH)
- Galleria Biergarten (Columbus, OH)
- Galleria Tapas Restaurant (Columbus, OH)
- Galleria Hidden Bar (Columbus, OH)