

TIM SHEPHARD

Creative Director | Brand Strategy & Growth | AI-Native Systems Builder
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PROFESSIONAL SUMMARY

Creative Director and brand strategist with 15+ years leading campaigns at national scale, now building AI-native creative systems in production. At Keep America Beautiful, led the rebrand: one brand system for all of KAB's programs. Since January 2024, founder of Creative Mind Ventures, an AI venture studio shipping automated production pipelines: a self-running editorial product, a script-to-publish documentary channel, and a launched consumer platform. The differentiator: building the systems, not just prompting the tools. Specializes in translating complex technical work into clear narratives that developers and buyers act on.

CORE COMPETENCIES

Brand Strategy & Architecture • AI-Native Production Pipelines • Creative Team Leadership • Campaign Development • Narrative & Storytelling • Content Systems & Automation • Digital Transformation • SaaS Marketing • Federal/Compliance Communications • Cross-functional Leadership

Stack: Claude API (Opus/Sonnet/Haiku) • MCP integrations • Claude Code • Higgsfield • Seedance • Suno • ElevenLabs • Make • Airtable • Vercel • Adobe Creative Suite • Figma

PROFESSIONAL EXPERIENCE

Founder & Principal

January 2024 - Present

Creative Mind Ventures LLC | Dallas-Fort Worth, TX

- Founded a solo AI-native venture studio building, launching, and publicly documenting automated creative products end to end: strategy, brand, product, and distribution.
- Built AI Daily Digest (ai-digest.timshephard.co), a self-running editorial product with automated sourcing, curation, and publishing, governed by monthly persona review.
- Published a 31-claim verification audit of the digest pipeline against an external knowledge API (via MCP), documenting the pipeline's error patterns publicly, including its own mistakes.
- Launched The Other 1776, a cinematic YouTube documentary channel running on a fully automated script-to-publish pipeline (Claude API, Higgsfield, Seedance, Suno, ElevenLabs); debut film delivered strong audience retention.
- Shipped Kindora (kindora.world), a family navigation platform with four live tools, taken from concept through brand, product, and go-to-market.
- Developed additional portfolio assets including a white-label AI job search platform (built).

Senior Creative Director

April 2020 - December 2023

Keep America Beautiful | Remote - Dallas-Fort Worth, TX

- Directed the digital transformation and led the rebrand of a national nonprofit: one brand system for all of its programs, across digital and physical touchpoints.
- Creative Director on the national PSA "Recycle Like Everyone's Watching" (agency: Grey, pro bono): 160K+ airings and \$77.5M in earned media.
- Built and managed creative systems for KAB's national network of local affiliates, unifying a fragmented network around a single brand voice.
- Stacy & Tracy, the campaign's illustrated GIFs: 4.6M+ GIF views on KAB's Giphy channel.
- Owned end-to-end creative strategy: brand guidelines, campaign concepting, video production, digital content, and performance reporting.

Co-Founder & Principal Creative Strategist (Concurrent, Fractional)

June 2015 - Present

The Implementation Science & Communication Strategies Group | Dallas-Fort Worth, TX

- Co-founded a strategic communications consultancy helping organizations develop, evaluate, and scale effective solutions.
- Lead the communication strategies practice, serving as fractional Creative Director for mid-market brands across brand positioning, digital transformation, and user acquisition campaigns.
- Build capacity for local and global organizations to communicate complex ideas through impactful visual storytelling.

Creative Director - DHS S&T Directorate (Client)

February 2017 - February 2019

Loch Harbour Group | Washington, D.C. Metro

- Led creative operations for a high-compliance federal contract with the DHS Science & Technology Directorate, across video, interactive media, and graphic design.

- Directed diverse creative assets for national distribution under rigorous federal communications standards.
- Recognized by senior DHS leadership for improving project efficiency and creative output in a complex regulatory environment.
- Mobilizing Innovation, the interactive digital annual report for DHS S&T, won the NAGC Blue Pencil & Gold Screen Award.

Marketing Director

November 2015 - December 2016

Ecrion Software | Rockville, MD

- Directed go-to-market strategy for a global SaaS provider, repositioning a European product for the North American enterprise market.
- Led a rebranding initiative including new brand identity and mascot, strengthening market recognition and customer engagement.
- Rebuilt the company web presence to align with user acquisition and lead generation goals.

Founder & Creative Director

January 2014 - December 2022

One Thousand Voices | Dallas-Fort Worth, TX

- Founded a nonprofit visual storytelling organization partnering with and training global organizations to enhance communication through film and media.
- Delivered high-impact storytelling projects that measurably improved outreach and engagement for partner organizations worldwide.

EARLY CAREER

Media Manager & Lead Videographer

June 2012 - August 2014

Pali Mountain | Running Springs, CA

- Managed all media production and led videography for a residential camp and retreat organization.

Co-Founder

January 2008 - December 2011

Ink N Film Studios / Rune Engine Studios | Dallas-Fort Worth, TX

- Co-founded a production and interactive studio, coordinating client projects across video and early game development.

Executive Office Assistant - Apocalypto (Dir. Mel Gibson)

August 2005 - March 2006

Icon Productions | Veracruz, Mexico

- Supported executive production operations during principal photography of a major feature film.

Camera Assistant - 2004 Summer Olympic Games

June 2004 - August 2004

Athens Olympic Broadcasting | Athens, Greece

- Assisted broadcast camera operations for live international coverage of the Athens Olympics.

EDUCATION

BA, Media Communications - Film Production

August 2001 - May 2005

Asbury University | Wilmore, KY