

# MOLLY BROWN

678.262.6736 | mollyrbrown1997@gmail.com | Atlanta, GA

---

## PROFESSIONAL EXPERIENCE

**Atlanta Magazine**, *Digital Content Campaign Manager* Atlanta, GA, December 2021- Present

- Execute all digital marketing campaigns and develop programs that will generate revenue
- Identify target audiences, discuss strategy with clients, and educate the team on trends to help enable sales
- Communicate campaign activity and report analytics to internal departments and external stakeholders
- Collaborate with various departments including publicity, events, design, editorial, and sales

**Frenik Marketing Group**, *Account Manager* Atlanta, GA, April 2021- December 2021

- Collaborated with internal resources to identify any deviations in strategic direction at a full-service agency
- Demonstrated omnichannel marketing knowledge to manage client accounts and communication
- Provided account support by building positive client relationships and developing promotional materials

**dk Contemporary Gallery**, *Copywriter* Atlanta, GA, November 2020 - December 2022

- Wrote the official blog for the art gallery's website to tell the stories of artists, collectors, and designers
- Produced excerpts for social media posts and assisted in developing marketing strategies

## UNDERGRADUATE EXPERIENCE

**The Red & Black Publishing Co.**, *Social Media Editor* Athens, GA, May 2020 - August 2020

- Oversaw all social media for the university paper including Instagram, Facebook, and Twitter
- Drafted press materials and handled social campaign schedules

*Staff Writer*

Athens, GA, August 2019 - August 2020

- Wrote weekly stories for the culture desk of the university paper, primarily covering the music beat
- Contacted and interviewed 3 sources each week to acquire information and quotes for stories

**Lydia Bauman Studios**, *Intern* London, UK, May 2019 - July 2019

- Managed the marketing for a studio sale and art fair in which established artist, Lydia Bauman, participated
- Assisted in exhibiting the artist's work at The Other Art Fair, the biggest art fair in London

**Delta Delta Delta**, *Assistant Philanthropy Chair* Athens, GA, January 2019 - August 2019

- Coordinated and designed the Tri Delta Annual Pancake Supper benefiting St. Jude Children's Research Hospital
- Served as a communication liaison between the St. Jude representatives and the Tri Delta chapter

## CERTIFICATIONS

**Teaching English as a Foreign Language Certificate (TEFL)** International TEFL Academy, December 2021

## TECHNICAL SKILLS

Microsoft Office, Google Workspace, Google Ads Manager, Adobe, PowerPoint, Outlook, Excel, WordPress, Squarespace, Canva, Salesforce, Broadstreet Ads, Hootsuite, Basecamp, Sailthru, Slack, Social Media Proficiency

## EDUCATION

**University of Georgia** Athens, GA

*Bachelor of Science in Family and Consumer Sciences* August 2020

Majors: *Consumer Journalism, Human Development*

GPA: 3.57/4.00

Dean's List, Summer 2019 Presidential Scholar, Hope Scholarship Recipient

**Samford University** Birmingham, AL

Core Curriculum August 2016 - December 2017