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## Aidan Molloy — ACD (Copy)

An award-winning writer and editorial designer creating digital experiences, campaigns, and ephemera for brands like Google, Diageo, NASA, and The Rock & Roll Hall of Fame.

### Experience

#### ACD (Copy)

Grow / Jan 2021 - Present

Creative lead on projects for Google, History.org, Capital One, Trex and REI. Lead writer on projects for The Rock & Roll Hall of Fame, Talisker Whisky, Google Pixel, Degreed, EvolveMe, Tory Burch Foundation, Nasa, and more.

#### Strategy Director

Ciniva / Jul 2018 - Dec 2021

Strategy and creative lead on campaigns for Jamestown & Yorktown Museum, Mitsubishi, Care-a-lot Pets, and The Chesapeake Bay Bridge Tunnel. Other clients included Croatan Investments, Willbanks Smith & Thomas, and SL Nusbaum.

#### Digital Strategist

Atlantic Bay / Aug 2015 - Jul 2018

Digital creative lead and key strategist on corporate growth and marketing teams. Led cross-channel marketing campaigns for recruiting top talent. Led launch and integration of a DAM across 2k+ employees and all 3rd party agency relationships.

#### Social Media Copywriter

Homes.com / Apr 2013 - Aug 2015

Built social content calendars and created unique compelling content for over 50 partner brands. Ideated trending campaigns on corporate social and cross-channel promotion.

### Education

B.A. Communication Studies  
(Mass Media + Journalism)

Longwood University

### Recognition

FWA ( 5 )  
Webbys ( 2 )  
Awwwards ( 3 )  
Minimalist Gallery  
Maxi Best Of  
Pharrell's Bright Spark Speaker Series  
NSU Writers Panel  
Longwood Comm Alumni Panel  
Business Insider

### Skills

Copywriting  
Concepting  
Worldbuilding  
Creative Strategy  
Manifestos  
Taglines  
Scriptwriting  
Integrated Campaigns

### Comfy w/

Figma  
Slack  
Google Analytics  
Pep talks  
Clear feedback  
Chaos  
Trello  
Leading Client Presos  
Most humans + all animals