

Molly Devereux

small talk → BIG IDEAS

🌐 mollyd.xyz

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EDUCATION

VCU's Brandcenter '24

M.S. - Branding & Advertising
Focus in Strategy

Radford University '14

B.S. - Recreation, Parks & Tourism
Minor in Entrepreneurship

NOLS '12

National Outdoor Leadership School
Semester in Baja, Mexico

SKILLS

Qual & Quant Competitor Analysis
User Journey Consumer Behavior
Brand Strategy Visual Storytelling
Social Listening Problem-Solving
User Experience Client Relations
Market Research Data Analytics
Creative Strategy User Journey
Strategic Thinking Deck Design

ASK ME ABOUT...

How much soccer I play in a week.
My next sewing project. The best brand of plantain chips. What I like to photograph most. My Depop addiction. A playlist to set your mood. Olive oil as skincare. And of course, my cat, Otis.

TOOLKIT

Final Cut Pro X (Cert.) | Talkwalker (Cert.)
Google Ads (Cert.) | Canva
Google Workspace | Miro | Figma
MRI-Simmons

STRATEGY EXPERIENCE

[2021 to Present]

On Board Experiential Creative Strategy Intern

> *Client: SEPHORIA 2023*

Enhanced UX/UI for increased engagement. Crafted clear, informative copy for touchpoints. Analyzed YOY KPIs for benchmarking success.

> *Client: Nike Well Collective*

Conducted competitor analysis, curated local partnerships, and ideated event experiences and swag to promote Nike's wellness strategy and products.

Freelance

Social Strategy & Content Creator

> *Clients: Food & Bev, Mental Health, Wellness & more.*

Developed and executed social media strategies, crafting engaging content and monitoring performance. Identified trends, created eye-catching graphics, and optimized scheduling for peak engagement.

PRODUCTION EXPERIENCE

[2019 to 2020]

The Martin Agency/SuperJoy Client Services Rep

> *Clients: Gioco, Oreo, Buffalo Wild Wings, & more.*

Supported editors, producers, and clients during post-production by anticipating and meeting needs. Managed editorial suites and shooting spaces. Assisted directors, producers, food stylists, and talent to ensure smooth production days.

AEG Presents/The National Production Assistant

Collaborated with tour manager and venue staff, executing errands, transportation for artists, dressing room setup, and fulfilling catering/hospitality requests. Managed petty cash and maintained receipts.

SALES EXPERIENCE

[2015 to 2019]

West Creek Financial Business Development Rep

Acquired new business through research and cold-calling prospective partners. Educated business owners on lease-to-own financing options to assist customers in need of financial support.

Apex Systems Business Development Rep

Prospected and cold-called to onboard new partners, educating them on lease-to-own financing. Managed client meeting schedules and facilitated pitches.