

MOLLY DEVEREUX

SMALL TALK + BIG IDEAS

CONTACT

📞 540.542.9735

✉ devereuxm2@vcu.edu

🌐 mollyd.xyz

EDUCATION

VCU Brandcenter - May 2024

M.S. - Business of Branding & Advertising
Focus in Strategy

Radford University - May 2014

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

SKILLS

Social Listening | Strategic Thinking
Brand Strategy | Quant & Qual Research
Data Analytics | Visual Storytelling
Deck Design | Graphic Design
Food styling | Photography | Copywriting

TOOLKIT

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

ASK ME ABOUT...

How many soccer teams I'm on. The time I walked the width of Spain. My thick cat. My nephew. My cooking style. Showing sheep at my county fair. The cocktail I make for everyone. A playlist to set your mood. My favorite day of the week.

CAREER DEVELOPMENT

FREELANCE WORK (2021 TO PRESENT)

Social Media Manager & Content Creator

Worked with clients to understand their goals and develop a new social strategy while measuring performance. Identified trends and created engaging content with eye-catching graphics, catchy copywriting, and scheduling media during peak days/times.

Virtual Assistant

Personal assistant to a lovely family in NY. Responsible for day-to-day admin duties such as: scheduling appointments, paying bills, booking travel, planning company events, home maintenance, and personal shopping. Assisted with tasks related to Totib.com & iSpot.tv; both companies that measure marketing performance.

PRODUCTION EXPOSURE (2019 TO 2020)

Production Assistant - The National / AEG Presents

Worked alongside the tour manager and venue management to run errands, drive artists to and from locations, set up dressing rooms, acquire items from the catering/hospitality riders, kept and maintained petty cash receipts.

Client Services Representative - SuperJoy / The Martin Agency

Provided support to editors, producers, and clients throughout the post-production process by anticipating and fulfilling needs. Prepared and maintained editorial suites and shooting spaces. Assisted directors, producers, food stylists, and talent on production days to allow for streamlined filming. Clients: Gioco, UPS, DoorDash, Buffalo Wild Wings, CarMax, & more.

SALES LIFE (2015 TO 2019)

Business Development Representative - West Creek Financial

Responsible for signing on new business through researching and cold-calling qualified partners. Educated business owners about our lease-to-own financing that would benefit customers in need of financial assistance.

Business Development Representative - Apex Systems

Responsible for scheduling meetings with client managers in order for account managers to pitch and win new business. Reached out to clients via cold-calling and email outreach. Juggled and maintained multiple calendars across different time zones.