

# Molly Devereux

small talk → BIG IDEAS

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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

## 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: Gieco, 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.