

# molly marshall

## profile

Connections strategist focused on developing holistic campaigns that integrate brand planning, consumer journeys, and social strategy to solve brand problems.  
It's fun.

## contact

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www.probablymolly.com

## education

Pennsylvania State University  
Bachelors of Arts, International Politics  
Bachelors of Arts, Journalism  
2000-2004

## clients

Walgreens, Kraft Heinz,  
Chuck E. Cheese, Tyson Brand,  
Vi Living, Bomb Pop,  
Reynolds Kitchens, Hefty,  
Discover, Equifax

## skills

Connections Strategy,  
Digital & Social Strategy,  
Brand Planning, Integrated Marketing,  
Vendor Relationships, Analytics,  
Consumer Journey, UGC Campaigns,  
Ecommerce, Social Ecommerce,  
Branded .com Integration,  
Email & Direct Mail Marketing,  
SEO/SEM Strategy, White Papers

## experience

**Connections Supervisor** | 2016-2019

**VMLY&R** | Chicago, IL

Driving an integrated, consumer-first approach to marketing campaigns, product launches, and brand barriers. Developed campaigns to increase foot traffic (Walgreens, Chuck E. Cheese), increase cultural relevance on social media (Chuck E. Cheese, Velveeta, Heinz), and combat negative sentiment (Tyson, Jimmy Dean). Built connections strategies and consumer journeys for audiences as young as tweens (Bomb Pop), as old as seniors (Vi Living), and as sought after as millennial moms. Led an internal team of four, managing resourcing and project assignments, and hosted a weekly all-agency meeting highlighting industry trends and vendor offerings.

**Senior Manager of Digital & Ecommerce** | 2014-2016

**Reynolds Consumer Products** | Lake Forest, IL

Led client-side digital marketing team, including campaigns focused on digital strategy, social media, and ecommerce. Marketing efforts focused on growing sales volume (Reynolds) and increasing household penetration (Hefty). Supported innovations team by developing successful campaigns for product launches that leveraged social hacks, influencers, and UGC strategies. Led ecommerce team for Tableware business.

**Manager of Social Media** | 2012-2014

**Think Glink Media** | Glencoe, IL

Directed social media, email, and digital content strategy for diverse clients in the financial and real estate industries, following strict compliance guidelines.

**Floor Leader** | 2011-2012

**Patagonia** | Chicago, IL

Developed social media playbook for all retail stores.

**General Manager** | 2009-2011

**Bleeding Heart Bakery** | Chicago, IL

Led social media efforts for three-store establishment with national fanbase.

**Trade Desk Analyst** | 2005-2008

**thinkorswim** | Boston, MA

Supported traders with stock analysis. Developed reports on market trends and portfolio performance.