EMILY MOLLET

CONTACT

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EDUCATION

Truman State University
Kirksville, MO

BFA in *Graphic Design*
BA in *Business Administration*
Marketing emphasis

SKILLS

Adobe Creative Suite: Photoshop, InDesign, and Illustrator

Layout Design and Typography

Product and Design Branding

QUALITIES

Organized and Detail-Oriented

A Strong Communicator with Constructive Criticism Skills

A Dedicated Problem-Solver

Communication and Customer Service

Delegation and Time Management

PROFESSIONAL EXPERIENCE

RM COCO | *Fenton, MO*
Digital Marketing Associate | *Aug. 2020 - current*

- Developed digital marketing campaigns consisting of email, social media, and web presence to promote new product launches
- Created, updated, and optimized a new website, as well as producing product photography and lifestyle images
- Worked directly with the leadership team and marketing manager to build brand awareness

Center for Student Involvement | *Kirksville, MO*
Design Specialist | *Aug. 2017 - May 2020*

- Created original designs for a comprehensive spread of promotional material for an average of 6 events per month, including print ads, digital signage, & social media posts using the programs Adobe Photoshop, Illustrator, and InDesign
- Collaborated with a team of 5 members plus 3 professional staff
- Participated in strategic rebranding of the office and building, including logo design and supplemental assets

Truman Office of Alumni Relations | *Kirksville, MO*
Alumni Communication Liaison | *Aug. 2018 - Aug. 2019*

- Managed professional social media accounts for Truman State University Alumni, as well as individual alumni chapters, on multiple platforms (Facebook, Twitter, LinkedIn)
- Communicated with chapter presidents & created social outreach assets such as photographs, videos, graphics, and Alumni Spotlight interviews

St. Louis Public Radio | *St. Louis, MO*
Graphic Designer | *Summer Internship 2019*

- Created original promotional material and designs for a wide range of sponsored events, including a new Capital Campaign and new Photojournalism contest
- Communicated with development and marketing teams, to work with a budget, to develop new member introduction kits & promotional premiums and gifts
- Developed design for an interactive touchscreen display for donor information

JE Design Group | *St. Louis, MO*
Designer, Photographer, & Personal Assistant | *Summer Internship 2018*

- Redesigned and coded company website, photographed 15+ designed location sites, and created the company's brand aesthetic
- Assisted in designing display homes from blueprint design to construction to installation to completion while increasing attention to detail skills & ability to address problems as they arise

Delta Zeta National Sorority | *Kirksville, MO*
Vice President of Membership | *Jan. 2017 - January 2020*

- Voted Upcoming Greek Leader
- Member of Order of Omega Honors Society