

MOLLY YOUNG

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651.329.8922

Qualifications

- Vast array of software experience including Microsoft Windows, Office Suite, Apple products, Google applications, MailChimp, Survey Monkey, SquareSpace, WordPress, Sprout Social, HootSuite, Photoshop, RedTail, Lacerte, MLS, ACT, Aloha, Marketing Library and Brink.
- Education in marketing, business management, social media, SEO, creative innovation and tax preparation.
- Experience in the content strategy, media planning, copy creation, image styling, website design, e-commerce and brand development.
- Familiarity in prospecting and developing business, influencer and client relationships across multiple channels.
- Currently enrolled in a Front-End web development program through Girl Develop It Minneapolis. The program ends mid-December and features education in HTML/CSS, GIT, JavaScript, WordPress, Photoshop and more.
- Quick and enthusiastic learner, accountable, passionate and thrive in collaborative environments.

Experience

Z&H Holdings, Inc., Sales & Marketing Executive, May 2015-present

- Marketing: Encouraging brand awareness of three local restaurant concepts through integrated marketing strategies including, but not limited to: managing social accounts, copy creation, photo styling, content strategy, in-store signage, print and digital advertising.
- Web: Development of and managing of e-commerce website, maintaining restaurant website content.
- Partnerships: Influencing business partnerships and collaborations with fitness studios, local charities, schools, print publications, bloggers and other complimentary influencers.
- Sales: Creation of fluid sales materials for catering, meal plan business and juice programs. Lead generation and email list management.
- Events: Lead contact and organizer for all events, ranging in attendance from 10 – 12,000 people.
- Operations/HR: Construction of training materials, structuring and implementation of sales tactics for store-level employees, hiring.
- Business Development: Assisted in planning of new restaurant concept and meal plan business. This included business planning, brand definition, logo design, website content creation and design influence.

Burns Brothers Financial, Marketing Assistant & Tax Preparer, November 2012-May 2015

- Administration: Implemented a secure and organized electronic filing system. Custom constructed a cloud-based customer CRM system to encourage business development, compliance and connection to current and prospective clients.
- Marketing: Encouraged and applied brand redevelopment including logo redesign, web bios, and tailored correspondence creation. Crafted copy for various print publications, website content and professional correspondence. Collaborated on design of new website.
- Events: Established curriculum, scheduled space and dining options, designed invitations and managed attendees.
- Taxes: Prepared income tax returns via digital communication and face-to-face.

Lucky's 13, Manager, Server, Event Planner, Bartender, Trainer, December 2009-May 2015

- Management: Supervision of the store, keeping the flow with a heavy focus on service, sales summaries, scheduling, hiring and training of new staff.
- Marketing: Creation and management of social media accounts, redesign and management of websites, design of in-store signage, marketing materials and uniforms.
- Events: Planning and execution of several events including car shows, golf tournaments and 5k's. Partnered with charities to organize donations, teamed with local businesses to provide swag and oversaw events the day of.
- Training: Opened 4 restaurants in three years. Duties included, but not limited, development of training materials, restaurant organization and training of front of house staff.
- Serving: Striving to make the day of every table in a high volume atmosphere; the answer is always "yes".

Edina Realty, Realtor MN & WI, January 2008-December 2010

- Sales: Worked with sellers to prepare, market, and sell their home. Assisted buyers in their search for single family and multi-unit dwellings. Specialized in waterfront properties; sold 18 homes in 16 months.
- Communications: Creation and management of client correspondence such as direct mail campaigns, client presentations (CMAs) and purchase agreements.
- Marketing: Increased lead generation through traditional prospecting and implementation of successful digital strategies including social media tactics, listing structures, web design and SEO.

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Ameriprise Financial, *Office Manager*, March 2006-January 2008

- Office Management: Managed file systems, check/mail logs, continuing education, form generation, completion and submission.
- Financial Reporting: Prepared necessary financial reports for client meetings and correspondence.
- Scheduling: Client calls and prospecting.
- Communications: Managed client calls, prospected and produced professional client correspondence.

Education

Concordia University, St. Paul, B.A. in Marketing, 2009-2014

Focus on marketing management, business, finance and creative Innovations.

Girl Develop It, Front-End Web Development Series, 2015

Coursework includes all relevant programs and languages used to build and design a fully responsive, attractive and user-friendly website.