

# EMILY MOLLET

## CONTACT

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## EDUCATION

**Truman State University**  
*Kirksville, MO*

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

## SKILLS

Internal and External  
Team Management

Delegation and  
Time-Management

Cohesive and Consistent  
Branding Across Campaigns

An Eye for Artistic  
Style and Variety

Adobe Creative Suites,  
MidJourney AI integration,  
Microsoft Office + the ability to  
quickly pick up new programs

## QUALITIES

Organized and  
Detail-Oriented

A Strong Communicator  
with Constructive  
Criticism Skills

A Dedicated  
Problem-Solver

An Enthusiastic and  
Positive Self-Starter

## PROFESSIONAL EXPERIENCE

### **Cannonball | Clayton, MO**

Art Director | *September 2021 - present*

- Built and developed client and partner relationships as part of a team on a variety of campaigns, with clients such as St. Louis Children's Hospital, Siteman Cancer Center, Outlaw Snax, the Brickline Greenway, COCA, and BioAdvanced
- Communicated with clients and team members to get a full understanding of their wants and needs, in order to provide results that exceeded their expectations
- Designed public-facing campaign materials that live on social feeds, billboards, commercial TV, magazines, store shelves, building signage, and more using programs such as Adobe Photoshop, Illustrator, and InDesign

### **RM COCO | Fenton, MO**

Digital Marketing Associate | *August 2020 - September 2021*

- Communicated and worked directly with the leadership team and marketing manager to build brand awareness through the management of online presence, including social media, email campaigns, and website updates
- Collaborated with an external team to develop, update, and optimize a new website
- Managed company communication, both internal and external, through print and digital materials, press releases, presentations, and relaying marketing strategies to sales representatives

### **Union and Involvement Services | Kirksville, MO**

Graphic Designer | *August 2017 - May 2020*

- Collaborated with a team of 5 members plus 3 professional staff, and managed client accounts and projects to deliver assets on schedule
- Organized, from both a high-level management position and detail-focused graphic designer position, a comprehensive spread of promotional material and event planning for an average of 6 events per month

### **Truman Office of Alumni Relations | Kirksville, MO**

Alumni Communication Liaison | *August 2018 - August 2019*

- Communicated with chapter presidents & created social outreach assets and events to best engage with alumni across the nation
- Managed professional social media accounts for Truman State University Alumni, as well as individual alumni chapters, on multiple platforms

### **Delta Zeta National Sorority | Kirksville, MO**

Vice President of Membership | *January 2017 - January 2020*

- Engaged sorority as Vice President at weekly meetings and actively participated as an executive member to plan and lead official Panhellenic Recruitment
- Planned, organized, executed, & led official events for 250+ attendees
- Voted Upcoming Greek Leader
- Member of Order of Omega Honors Society