

Molly Linder, BAJ

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JOURNALISM | SOCIAL MEDIA MANAGEMENT | MARKETING

As a highly motivated individual, I take pride in my academic achievements, having graduated magna cum laude. With exceptional communication and teamwork skills, I thrive in collaborative environments and excel at fostering strong relationships. I am driven by a genuine passion for connecting with people and possess a deep-seated commitment to building a vibrant and inclusive community through various platforms, channeling my love for meaningful connections.

EDUCATION

MASTER OF ARTS ~ JOURNALISM, EMERGING MEDIA (expected 5/2024)

Digital Media Design/Aesthetics Advanced Web Development Project Mgmt. & Innovation
New Media Design Digital Media Storytelling

BACHELOR OF ARTS ~ JOURNALISM (5/2023)

Community Journalism Video Journalism Sports Reporting
Information Gathering Reporting and Writing Data visualization

University of Georgia, Grady College of Journalism & Mass Communication

Software & Tools: Adobe Creative Cloud, HTML, CSS, Bootstrap, WordPress, Visual Design, UX, Social Media, Communication, Management, Teamwork

PROFESSIONAL EXPERIENCE

INTERN MANAGER

UGA HOCKEY CLUB | ATHENS, GA

2/2022 - Present

Lead marketing efforts and coordinate teams responsible for social media, graphic design, video production, photography, merchandise and writing initiatives. Analyze analytics per platform to achieve brand success.

- Maintain media calendar, oversee 15+ interns, head of communication and marketing, work with player board and coaches on various tasks

ACTIVATION SPECIALIST

Cox Media Groups | ATHENS, GA

4/2023 - 8/2023

Acted as a brand representative for stations, aiding in the management of a dynamic promotions department by bridging communication between the station, audience and clients. I was charged with assisting in organizing, executing and concluding promotional events.

- Serve as a liaison between stations, audience and clients to manage promotional activities and events efficiently

SPORTS & REC. REPORTER

Oglethorpe Echo | ATHENS, GA

1/2023 - 5/2023

Researched, crafted, revised and delivered compelling news articles bi-weekly for both print and digital platforms, guaranteeing their readiness for publication. Actively pursued leads and monitored breaking stories relevant to our audience's interests.

- Produced engaging news content bi-weekly for print and digital mediums, ensuring publication readiness, while also assuming bi-weekly newsroom responsibilities

SPORTS EDITOR/WRITER

The Red & Black | ATHENS, GA

1/2021 - 8/2022

Sports Editor:

- Led bi-weekly meetings to discuss AP Style guidelines
- Oversaw updates to guidelines and managed the summer content calendar
- Gained proficiency in Blox CMS and acquired basic familiarity with Adobe InDesign for print

Assistant Editor:

- Supported the editor in daily operations
- Updated the content calendar weekly
- Edited articles for digital and print publications

ADDITIONAL EXPERIENCE

BRAND DEVELOPMENT ~ Reed Leeper, P.C. (5/2023-Present)

- Spearheaded a comprehensive branding and digital presence overhaul for Reed Leeper, P.C. following a significant firm split, including the development of a fresh branding strategy with a new logo and business signage and the creation of a comprehensive style guide to ensure consistency.
- Addressed the challenge of rebranding and digitally revamping Reed Leeper, P.C., focusing on crafting clear and approachable content that communicates their legal expertise while maintaining professionalism expected in the legal field