

Molly Barnett

brand manager



molly-barnett.com



(785) 656 - 3942



barnettm3@vcu.edu



Molly Barnett



mollyb19

experience

ACCOUNT MANAGEMENT INTERN

RPA Advertising Agency | Santa Monica, CA | June - Dec 2021

Worked directly with the account team for three different clients: La-Z-Boy Furniture, *ampm*, and Cedars-Sinai Hospital.

Brand Strategy | Collaborated with account team and worked with clients to develop marketing strategies and communication for the three different brands.

Competitive Analysis | Combined analytics and insights while auditing brand competitors. Built quarterly competitive reports for entire team to utilize while building brand campaigns.

LEARNING MEDIA COORDINATOR

Fort Hays State University | Jan 2019 - Aug 2020

Worked autonomously and collaboratively with teammates on a wide range of projects for The Teaching Innovation & Learning Technologies department such as:

Brand Design | Designed imagery for department interfaces such as web presence, logos, and the university's LMS interface.

Video Production | Produced, animated, and edited over 150 videos for training, classroom application, and to promote new university initiatives.

Writing | Presented to over 70 faculty members on Fifty Shades of Interactive Video in online learning at the *Summer Institute for Distance Learning & Instructional Technology* conference.

Publication: Was published in *Online Classroom, The Teaching Professor* newsletter for my research on what YouTube can teach you when creating videos for online learning.

RETAIL LEADERSHIP TEAM

Simply Charmed | Hays, KS | Nov 2016 - Jan 2019

A local women's, children's, and gift boutique in downtown Hays where we worked personally with each customer.

Marketing | Created social media campaigns, collaborated with team members on creative merchandising, and helped plan retail events like Ladies' Shop Night & Fashion Shows.

Brand Management | Worked directly with brand representatives from brands like Brighton, Pandora, & TOMS to experience B2B buyer relations.

Brand Strategy | Travelled to Dallas Market and collaborated with owner to strategically create 2018, 2019, & 2020 programs in women's and children's clothing.

education

VCU BRANDCENTER | RICHMOND, VA
M.S. BUSINESS/BRANDING

CREATIVE BRAND MANAGEMENT

GPA 4.0 | May 2022

FORT HAYS STATE UNIVERSITY | HAYS, KS
B.B.A. IN MARKETING

MINOR IN GRAPHIC DESIGN &
CERTIFICATE IN LEADERSHIP STUDIES

GPA 3.86 | December 2018

in my toolkit

STRATEGY

Competitive Analysis
Brand Positioning
4 C's Research
Consumer Personas
Brand Analytics
Creative Briefing

CREATIVE

Adobe CC
*Illustrator
*Premiere Pro
Typography
Presentation Design
Keynote