MOLLY ALEXANDER

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EDUCATION

BINGHAMTON UNIVERSITY
B.A. in English
B.A. in Graphic Design
Expected May 2022

FASHION INSTITUTE OF TECHNOLOGY
Data-Driven Design
Jun 2020 - Aug 2020

HORACE GREELEY HIGH SCHOOL
Regents Diploma
Jun 2018

LEADERSHIP

ALPHA EPSILON PHI SORORITY
Vice President of Operations
Nov 2020 - Present

ALPHA EPSILON PHI SORORITY
Vice President of Panhellenic Interactions
Nov 2019 - Nov 2020

EXPERIENCE

COREY PAIGE DESIGNS
Digital Content and Brand Marketing Assistant, *Apr 2020 - Present*
Digital Marketing and Graphic Design Intern, *Oct 2018 - Apr 2020*
• Create innovative ads for Instagram and Facebook and ad strategies with ROAS as high as 71.34
• Assist with day-to-day Instagram stories for product launches and overall engagement (1.56% engagement rate)
• Assist with product management and linesheets for more than 50 products
• Completing up to 10+ tasks per day ranging from design tasks to marketing tasks with firm deadlines

UNDERGRADUATE RESEARCH CENTER at BINGHAMTON UNIVERSITY
Graphic Designer, *Nov 2019 - Feb 2021*
• Producing printed flyers and graphics for promotion using Adobe Illustrator
• Liasion between the Communications Team and Student Ambassadors to efficiently discuss and create new materials together
• Designing Binghamton University Undergraduate Journal cover and 10 student submission covers with 100% original concepts

ICD CONTEMPORARY JEWELRY
Social Media Manager (Facebook), *Nov 2017 - Apr 2019*
• Manage all Facebook posts and their respective copy
• Creating content as well as adjusting and strengthening current content as needed
• In a 28-day period:
    - Increased Facebook page views by 28%
    - Increased post reach by 137%
    - Increased post engagement by 367%

SKILLS

Proficient in Microsoft Office, Google Drive, Adobe Photoshop, Adobe Indesign. Experienced in iMovie, Shopify, Adobe After Effects, Adobe Illustrator, Canva