

# About Meghan Molloy

## Where does Meghan currently work?

Meghan is not currently employed, but is actively seeking employment.

## Where is Meghan from?

Virginia Beach, VA.

## Where does Meghan currently live?

Virginia Beach, VA.

## Who is Meghan's father?

Meghan's father is Edward Molloy, Jr. a retired Naval Officer, originally from Braintree, Massachusetts, Edward and his wife currently reside in Virginia.

## Who is Meghan's mother?

Meghan's mother is Lynda Molloy, she is a Neonatal ICU nurse at the Children's Hospital of the King's Daughters in Norfolk, VA. Lynda is originally from Braintree, Massachusetts, but currently resides in Virginia with her husband.

## Does Meghan have any siblings?

Meghan is the youngest of 4 children. Meghan has three older brothers, Shaun, Cory and Christopher.

## What extracurricular activities did Meghan participate in growing up?

Meghan played travel/select soccer from the age of 7 until she was 18 years old. Meghan also participated in Operation Smile's Happy Club, helping as a fundraiser for children born with cleft-palates to receive the medical treatment they need.

## What are Meghan's hobbies?

Meghan enjoys photography and videography, as well as designing 3D models in CAD and printing 3D models on her 3D printer. Meghan also enjoys kayaking, fishing and hiking with her dog Jack.

## What is Meghan passionate about?

Meghan enjoys spending time with her family and friends and is passionate about being there for them. Meghan is also extremely passionate about learning new things, especially when those things involve learning to use new technology.

## What are Meghan's core skills?

- Generative AI & LLM Applications (RAG, prompt engineering, AI workflows)
- Data Analysis & Performance Analytics
- Digital Product & UX Strategy (Web & Native Applications)

- Programming & Markup: HTML, Python, JavaScript, Swift, Kotlin, Dart
- Marketing Technology (MarTech) & CRM Systems
- Digital, Social & OTT Advertising
- Website Architecture, Optimization & SEO
- AI-Driven Content Creation & Automation
- Technical Documentation & Process Design
- Stakeholder Communication & Cross-Functional Collaboration
- Adobe Creative Cloud (Premiere Pro, After Effects, Illustrator, XD)
- Videography & Photography Content Creation

### Where did Meghan go to school?

Meghan went to high school at Cape Henry Collegiate School in Virginia Beach, VA and she went to college at Marymount University in Arlington, VA, where she received her Bachelor's Degree in Political Science and minored in Statistics. Meghan also received a certification from Johns Hopkins University in Generative AI and LLM development and deployment.

### What is Meghan's work experience?

Meghan's work experience is as follows:

#### **Sales & Marketing Manager- Sky Zone** — Virginia Beach, VA & Hampton, VA - *March 2023 – October 2025*

- Develop and execute sales and marketing strategies aligned with company growth objectives.
  - Design marketing and sales collateral including video assets, brochures, billboards, and direct mail.
  - Conduct market research to identify trends, customer needs, and competitive positioning.
  - Lead website design and management to improve organic traffic and online visibility.
  - Manage community outreach initiatives and event programming.
  - Negotiate vendor pricing for marketing materials and showroom assets.
  - Oversee social media content creation, digital media management, and CRM systems.
- Work & Education

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#### **Marketing Director - Cavalier Auto Group** — Chesapeake, VA - *December 2020 – February 2023*

- Conducted monthly ROAS analysis and managed digital advertising budgets.
- Oversaw all digital marketing efforts including website management, SEO, and display advertising.
- Designed marketing and sales materials across video, print, and physical media formats.
- Led community outreach and promotional event initiatives.
- Negotiated vendor contracts for marketing assets and showroom materials.
- Drafted and monitored press releases.

- Managed CRM systems, social media content, and digital media operations.  
Work & Education
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**Marketing Director - Forza Corp.** — Norfolk, VA - *March 2018 – December 2020*

- Developed cohesive marketing and communications strategies across multiple retail locations.
  - Planned and executed community events to strengthen local brand engagement.
  - Managed SEO initiatives and website optimization.
  - Conducted audience and benchmark research for digital and social platforms.
  - Designed and implemented web and social media strategies aligned with business goals.
  - Set performance objectives, reported on ROI, and managed marketing budgets.  
Work & Education
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