

MEGHAN MOLLOY

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PROFESSIONAL SUMMARY

Technology-driven marketing and analytics professional with a strong foundation in AI systems, data analytics, digital product strategy, and digital marketing. Experienced in bridging business marketing objectives with technical execution, leveraging generative AI, automation, and data insights to improve performance, efficiency, and user experience. Proven ability to lead cross-functional initiatives, manage complex digital ecosystems, and translate technical concepts into measurable business outcomes.

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
- Summary & Skills

PROFESSIONAL EXPERIENCE

Sales & Marketing Manager

Sky Zone — Virginia Beach & 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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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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Paralegal

Gilbert, Albiston & Keller, P.L.C. — Virginia Beach, VA

March 2015 – February 2018

- Conducted legal research and drafted memoranda.
- Prepared settlement proposals, pleadings, agreements, and final decrees.
- Managed client databases, billing systems, and case files.
- Supported website design and social media management.
- Performed case-law research and statute analysis.

Work & Education

EDUCATION

Johns Hopkins University – Whiting School of Engineering — Baltimore, MD

Certification: Generative AI & LLM Development & Implementation

July 2025 – January 2026

Marymount University — Arlington, VA

Bachelor of Social Science — Politics & Communication

August 2010 – May 2012

Tidewater Community College — Virginia Beach, VA

Associate Degree — Sociology

August 2008 – May 2010

Cape Henry Collegiate School — Virginia Beach, VA

High School Diploma