Danielle N. Molloy

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EDUCATION

Cornell University, Ithaca, NY   Aug 2023 - May 2027
B.A. in Information Science / User Experience, Minor in Business   GPA: 3.56
Relevant Coursework: Introductory Design and Programming for the Web, Consequences in Computing, Introduction to Computing, Networks, Introductory Microeconomics, Interactive Web App Design, Designing AI Products and Services, Marketing

PROFESSIONAL EXPERIENCE

Ghost   San Francisco, CA (*Remote*)
Marketing and Content Strategy Intern   May 2025 - July 2025
- Drove content and brand strategy at an AI B2B SaaS startup, producing newsletters, LinkedIn posts, and design assets.
- Researched competitor branding and ABM tactics to guide a company-wide brand refresh and ICP-based marketing strategy.
- Partnered with Ghost CEO to craft messaging around CRM disruption, AI agents, and GTM precision.

Startup Consulting at Cornell   Cornell University
Consulting Analyst   Sep 2024 – May 2025
- Designing a market entry strategy to expand into a cybersecurity vertical, identifying untapped user segments and increasing market presence, working in a team of four to focus on workforce skills and soft skills development for a startup.
- Present key findings and actionable insights to client executives, receiving commendation for clarity and precision.

Airobotics Drones   Petah Tikva, Israel
Graphic Design and Marketing Intern   June 2024 - July 2024
- Developed the company's first comprehensible 30-page guide for the Primus software system, providing a centralized resource for all critical information on their surveillance and security system to enhance clients' comprehension.
- Designed graphics using Photoshop to transform concepts into clear, detailed visuals for the Iron Drone System that significantly improved client understanding and facilitated more effective communication in company presentations.
- Created and managed social media content, including LinkedIn posts, to maintain and enhance online engagement.
- Edited and translated an informative video for the Iron Drone Raider System in collaboration with Airobotics team members.

Armonk Lions Club   Armonk, NY
Digital Marketing Director   Jan 2022 - Jan 2024
- Created impactful promotional content for the Lion Club's annual festival, driving a revenue increase of $20,000 the first year and an additional $20,000 in the second year, resulting in a total $80,000 in funds raised for charity over two years.
- Oversaw the design and development of a new website and established a social media presence for the organization's chapter.

Olin Library   Cornell University
Library Technical Student Assistant   Sep 2023 - Dec 2023
- Cataloged data for Cornell's Olin Library's foreign book collection to ensure the organization and upkeep of materials.
- Mastered the OCLC organization's cataloging system, effectively managing books in English, Hebrew, and Indonesian.

LEADERSHIP & ACTIVITIES

National Israeli American Council   Cornell University
Cornell University Mishelanu Fellow   May 2024 - Present
- Organize and plan cultural and educational events to strengthen connections within the campus community.
- Represent the Cornell community as the Mishelanu Fellow, regularly updating national supervisors on chapter progress.

Hillel International Birthright Israel   Cornell University
Cornell Hillel Birthright Intern   September 2024 - Present
- Direct outreach efforts at Cornell to increase program awareness on campus as an Intern for Hillel International.
- Promote participation in the Birthright Israel and Onward programs and to foster deeper connections to Israel.

Alpha Epsilon Phi   Cornell University
Vice President of New Member Education   August 2024 – May 2025
- Create programming to coordinate new member activities and meetings, providing a welcoming environment for members.
- Prepare new members for initiation by teaching Alpha Epsilon Phi chapter history, traditions, and responsibilities.

SKILLS

Programming Languages: HTML (Proficient), CSS (Proficient), Javascript (Beginner), Python (Beginner)
Skills: Adobe Creative Suite, Procreate, WeVideo, Canva, Microsoft Office, Google Workspace, Figma
Languages: Hebrew (Native), English (Native), French (Proficient), Spanish (Advanced)