

# 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)