

MOLLY YOUNG

1793 Morgan Avenue, St. Paul, MN 55116
molly.e.young@gmail.com
651.329.8922

Qualifications

- Responsible demeanor valuing promptness, organization, and professionalism.
- Currently enrolled in a Front-End web development program through Girl Develop It Minneapolis. The program ends mid-December and I will have completed advanced courses in Photoshop/Illustrator, Word Press, HTML/CSS, GIT hub, JavaScript, and more.
- Vast array of software experience. (Microsoft Windows, Office Suite, Apple software, Google applications, MailChimp, Survey Monkey, WordPress, Lacerte, RedTail, MLS, ACT, Aloha, Marketing Library and Restaurant Manager).
- I intend on continuing my education further in elements of graphic design upon completion of the Front-End Development program.
- Education in marketing, business management, tax preparation, social media marketing, SEO and creative innovations.
- Experience in the content strategizing, media planning, copy creation, photo styling, implementation, and analyzing of marketing strategies across multiple (digital and print) platforms for several local brands.
- Familiarity in prospecting, building, and maintaining client relationships.
- Experience in strategically customizing cloud based CRM systems.
- I am a quick learner, team-oriented, passionate, and enjoy working with teams.

Experience

Z&H Holdings, Inc., Sales & Marketing Executive, 2015-present

- Sales: Created fluid sales materials for catering and juice programs, prospected potential clientele, designed sales strategies.
- Marketing: Manage 9 social accounts (paid and organic), copy creation, styling/editing photos, content strategy development, social metrics, and digital presence influence for three local restaurant concepts. Print media content creation for publications such as Experience Life Magazine, Minneapolis St. Paul Magazine, and MN Yoga Magazine. Influenced several business partnerships and collaborations with local bloggers.
- Branding: Collaborated in design and realization of multiple marketing materials, logos, in-store signage, and branded items.
- Event Planning: Initiated, organized, marketed, and implemented several promotional events ranging with attendances of 25-9,000.
- Operations/HR: Redeveloped and wrote training material, implemented sales strategies for store-level employees, interviewed store-level employees.
- Business development: Participated in entire planning and execution of a new restaurant concept. Development and management of e-commerce and storefront websites.

Burns Brothers Financial, Marketing Assistant & Tax Preparer, 2012-2015

- Administrative Duties: Implemented a secure and organized electronic filing system accessible from multiple locations. Applied and constructed a cloud-based customer relationship management program (CRM) encouraging business development and connection to current and prospective clients.
- Marketing: Encouraged and implemented redevelopment of the brand, including logo redesign, marketing and correspondence updates. Created copy and collaborated on design for updated website and several print advertisements.
- Event Planning: Established curriculum, scheduled space and dining options, designed invitations and managed attendees.
- Tax Preparer: Three years of experience in preparing various income tax returns.

Lucky's 13, Manager, Server, Event Planner, Bartender, Trainer, 2009-2015

- Management Duties: Opening and closing, sales summaries and numbers, scheduling, hiring and training new staff. Keeping the flow of the restaurant, with a heavy focus on service.

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- Marketing: Created and managed social media accounts, redesigned and managed website, designed/created in-store signage, marketing materials, and uniforms.
- Event Planning: Organized events, donations, worked with charities, set up and hosted golf tournaments, car shows and 5k's.
- Training: Opened 4 restaurants with the company in three years. Including, but not limited to training entire front of house staff and assisting with the setup and actual opening of the restaurants.
- Serving: Striving to make the day of every table, the answer is always "yes". High volume.

Edina Realty, *Realtor MN & WI*, 2008-2010

- Client Satisfaction: Worked with sellers to prepare, market, and sell their home. Worked with buyers to find the perfect home. Specialized in waterfront properties and sold 18 homes in 16 months, most over \$500,000.
- Marketing & Correspondence: Attention to detail within client correspondence. Frequently prepared and sent mailers, flyers, and other direct marketing. Increased sales and prospecting through implementing a successful social media marketing structure, SEO, and website design.
- Prospecting: Including, but not limited to door-to-door greetings and cold calling.

Ameriprise Financial, *Office Manager*, 2006-2008

- Compliance: Kept records and files updated as well as recorded and submitted all correspondence, mail and check logs.
- Financial Reports: Created and updated reports needed for meeting preparation.
- Scheduling: Client calls and prospecting.
- Forms & Letters: Prepared professional letters and summaries completed required forms and applications.
- Supplies- Managed and ordered necessary office supplies and marketing materials.

Education

Concordia University, St. Paul, B.A. in Marketing, 2009-2014

Focus on marketing management, business, finance and creative Innovations.

Front-End Web Development Series, 2015

Coursework includes all relevant programs and applications used to build and design a fully responsive, attractive, and user-friendly website.