

Molly Whiting

[Website](#)

Kansas City, Missouri

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Education

University of Missouri

May 2022

Honors Bachelor of Arts in Digital Storytelling

Honors Bachelor of Arts in Communication: *emphasis in Media*

Minor: Women and Gender Studies

GPA: 4.0/4.0

Work Experience

Social Content Creator, MMGY, Remote

July 2022 - Present

- Created social media deliverables, planned and executed TikTok content for destinations.
- Brought innovation and inspiration to the social content they'll be creating for clients like Fort Myers – Islands, Beaches and Neighborhoods and Kampgrounds of America (KOA) Apple Leisure Group, CheapCaribbean, Travel Texas.
- Bridged the Social Media and Production departments, giving them the opportunity to work closely with other creatives to concept campaigns, develop social media strategies and combine the two into results-producing content.

RW2 Productions + Arthouse, Freelance, Remote

March 2022 - September 2022

- Managed and planned content for RW2_Productions and Arthouse_Community.
- Interviewed artists and developed arthouse's voice.

Marketing Creative Intern, Veterans United, Columbia, Missouri

January 2021- June 2022

- Establish TikTok presence consistent with VU's values and culture, increasing follower count by 4,400.
- Storyboarded and developed videos and graphics for social media, **increasing Instagram insights by 200%** to better tell VU's personal story through shooting and producing videos for a Gen Z audience.
- Pitched strategy and potential partnerships for socials, helped establish new VU influencer position.

Public Relations Intern, The Heidelberg, Columbia, Missouri

November 2020- March 2021

- Created food and product content weekly for The Heidelberg's various social media platforms, increasing **following and engagement by 150% in two months**.

Videographer, Livestream Mizzou, Columbia, Missouri

August 2019 - May 2020

- Collaborated with Livestream Mizzou to broadcast campus events to over **10,000 followers** using Vimeo.

Campus Representative, Heelys, Columbia, Missouri

August 2019- Dec 2019

- Marketed Heelys brand shoes and other merchandise through social media platforms to increase brand awareness.

Leadership and Activities

Public Relations Videographer, Homecoming Committee, Columbia, Missouri

Feb 2020 - Feb 2021

- Collaborated on social media for Mizzou Homecoming at the University of Missouri including Instagram, Twitter, Facebook and TikTok to a **combined audience of over 16,000**.
- Gathered content that represented Mizzou's values through different audio visual mediums, **increasing traffic by 35%**

DEI Facilitator, Diversity Peer Educators, Columbia, Missouri

August 2019 - Present

- Participate in diversity training to promote cultural awareness, understanding and competency of social justice issues.
- Challenge participants to think critically about privilege and oppression to educate the Columbia community.

Online Media Director, Kappa Alpha Theta, Columbia, Missouri

January 2020 – December 2020

- Managed all social media for Alpha Mu chapter of Kappa Alpha Theta, including Instagram, Twitter, Facebook, and the website **increasing traffic by over 700%**
 - Managed and **directed a social media team of 15**, delegating tasks and responsibilities.
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