

# MOLLY HEFFERNAN

MARKETING AND COMMUNICATIONS PROFESSIONAL

## Contact



217-454-1668



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## Education

**Master of Science / Digital Marketing - Student**

**Data Analytics Certification**  
*Lindenwood University, Missouri*  
*Present - 2022*

**Bachelor of Science / Marketing Emphasis in Communication**

*Millikin University, Decatur, IL*  
*2009 - 2013*

**Study Abroad - Paris, France**  
*Summer, 2012*

## Skills & Expertise

### Software

• Salesforce • Adobe Illustrator and Photoshop • Zoom • Upic • Google Analytics • Microsoft Office and Excel • G Suite • Workday • Andar • Cvent

### Professional

• Marketing Development • Social Media Marketing • Content Marketing • Consumer Marketing • Creative Branding • Event Management • Sales and Pricing Strategy • Customer Service • Relationship Management

### Interests

• Cross-function collaboration • Office Management • Client Success and Retention • Content Creation on advertisements/marketing • Community Outreach • Problem Solving • Multitask Projects

## Professional Profile

Marketing professional with over 8 years of experience increasing sales and developing marketing plans directly impacting customer success and growth. Proven creative campaign leadership and team management. Excellent organizational skills, with expertise in handling multiple projects efficiently and on deadline. Strong interpersonal skills and extensive client-facing experience.

## Work Experience

**Branch Office Administrator/Systems Solutions Advocate**, Edward Jones, Aug. 2019 - Present

- Build the business by updating prospect and client records, organizing seminars, initiating new-business opportunities, and facilitating branch business planning
- Promoted to Client Solutions department after 3 months with organization
- Gather data and responses from briefings and use findings to prepare reports
- Maintain social media presence using interpersonal communication
- Manage office budget and expense plan while maintaining supply orders

**Administrative Events Coordinator**, United Way of Greater St. Louis, May 2019 - Aug. 2019

- Provided supervision, oversight and accountability for complex projects including data migration, calendar management, and record management
- Lead team for event preparation and execution
- Developed communication pipelines and disseminated time sensitive information from management to cross functional teams
- Organized and executed monthly meetings
- Prepared reports from meetings on behalf of the organization

**Human Resources Specialist**, Crossing Healthcare, Feb. 2018 - May 2019

- Developed and implemented policies and procedures companywide
- Facilitated trainings and onboarding seminars
- Co-lead the rebranding of marketing materials to accommodate recent organization expansion
- Launched organization's newsletter, *Health Access*

**Executive Administrative Assistant**, Crossing Healthcare, Feb. 2018 - May 2019

- Worked directly with CEO and C-Suite
- Coordinated all Board of Directors, QI, Provider, Committees and Staff meetings
- Prepared reports and briefings on behalf of the organization
- Coordinated arrangements for conferences, meetings and travel
- Worked directly with Marketing consultant

**Director of Meetings and Conventions**, DACVB, Mar. 2016 - Oct. 2017

- Facilitated communication with clients, vendors, and organizations
- Planned, developed, supervised, and promoted events
- Established and maintained strong relationships within the community
- Oversaw venue inspections to ensure client retention

**Order Management Specialist**, Parke Warehouses, Oct. 2017 - Feb. 2018

**Small Claims Specialist**, Heavner, Beyers & Mihlar, LLC, Mar. 2015 - Mar. 2016

**Customer Service Specialist**, Tate & Lyle America, May 2014 - Mar. 2015

**Lead Creative Associate**, Giggles, LLC, Nov. 2017 - May 2019

**Supervisor**, Dels Popcorn Shop, June 2011 - Oct. 2017

**Marketing Internship**, An Affair To Remember, Aug. 2012 - May 2013