

Jim Molis

B2B writer who helps businesses achieve their goals through inbound marketing. Experienced in collaborating with entrepreneurs, executives, editors, and marketers.

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Key Skills

- Writing
- Editing
- Interviewing
- Researching
- Strategic Thinking
- Leading
- Marketing
- Coaching
- Managing
- Relationship Building

Experience

JANUARY 2020 – PRESENT

Content Writer / Creative Media Solutions Group
Jacksonville, Fla.

Freelance writer and editor for agencies, businesses, and publishers.

- Plan and create timely, relevant content for B2B audiences.
- Interview subject-matter experts in finance, healthcare, technology, and professional services.
- Write thoroughly researched articles, blog posts, e-books, web copy, and white papers.

DECEMBER 2013 – DECEMBER 2019

Marketing Director / Web4Minds, LLC
Jacksonville, Fla.

Managed marketing and communications for a B2B software development firm.

- Created and designed websites to build awareness of products and services.
- Increased traffic to websites through content marketing.
- Converted visitors to leads through landing pages and emails.

MARCH 2011 – DECEMBER 2013

Marketing Director / Hunter & Associates, P.A.
Jacksonville, Fla.

Directed marketing, public relations, and client communications for a public accounting firm and its related business advisory practice.

- Increased page views and online leads by creating websites, blog posts, and white papers.
- Pitched stories to and wrote press releases and columns for newspapers and magazines.
- Generated leads through social media, email, and digital advertising.

JUNE 2008 – MARCH 2011

President / Creatwood Communications, Inc.

Jacksonville, Fla.

Founded a B2B public relations firm.

- Created and managed strategic plans, communication strategies and key messages for clients.
- Earned coverage in local, regional, and national media.
- Led three-person marketing and communications team.

JUNE 2004 – JUNE 2008

Editor / Jacksonville Business Journal

Jacksonville, Fla.

Managed the creation of content for digital and print publications for executives, entrepreneurs, and community leaders in Northeast Florida.

- Produced relevant, credible content by leading creative teams.
- Recruited, hired, and developed writers, editors, copy editors, photographers, and designers.
- Served as the public representative of the news department while engaging with stakeholders.

JANUARY 1999 – JUNE 2004

Managing Editor / Atlanta Business Chronicle

Atlanta, Ga.

Provided daily leadership that contributed to the newspaper winning national awards for general excellence, investigative journalism, and news reporting. Served as special sections editor and finance reporter prior to becoming managing editor.

DECEMBER 1996 – JANUARY 1999

Reporter / The Bond Buyer

Atlanta, Ga.

Wrote daily stories about politics and municipal finance in Southeast for a trade publication with more than 40,000 readers. Covered education, energy, health care, housing, and transportation.

JULY 1995 – JUNE 2004

Business Reporter / Columbus Ledger-Enquirer

Columbus, Ga.

Wrote about business, manufacturing, and telecommunications for a newspaper with 50,000 copies.

Education

MAY 1994

Bachelor's in Communication / Stonehill College

North Easton, Mass.