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Mollie C. Crowe

Get to Know Me

I am a dedicated and passionate professional with a multifaceted skill set in photography, design, and marketing. My commitment to fostering positive team dynamics and inspiring others is evident in every aspect of my work. My diverse expertise, coupled with a genuine love for community engagement and digital storytelling, positions me as a valuable asset to collaborative teams.

Professional Experience

Oakland Business Improvement District, Pittsburgh, PA – *Communications and Marketing Manager*

APRIL 2023 - PRESENT

- Develop and execute comprehensive digital marketing strategies to drive brand visibility and engagement.
- Manage end-to-end email campaigns, including creation, scheduling, and analysis, resulting in increased web traffic and sales.
- Conduct website edits to ensure real-time updates on developments, business information, blogs, and content.
- Produce engaging copy for blogs, social media platforms, and email newsletters to enhance audience engagement.
- Facilitate communication with diverse community stakeholders, attending monthly meetings to address public issues such as zoning, workforce development, and diversity, equity, and inclusion.
- Source relevant news, events, and information to communicate to a stakeholder audience of over 500 property and business owners.
- Create and manage internal and external communications, including presentations, press releases, and media inquiries.
- Develop business promotions to drive sales and increase web traffic, aligning with brand standards.
- Manage social media accounts, including content creation, calendar management, and engagement with a focus on cross-promoting over 250 businesses and institutions.
- Established and maintained authentic engagement with audiences, managing inquiries and direct messaging.
- Successfully collaborate with community partners, increasing brand awareness and digital foot traffic.
- Orchestrate live feeds and story highlights to promote events and cross-promote content for partners and businesses.
- Execute original and creative marketing and promotional opportunities, continuously seeking out new initiatives.
- Plan and execute inventive media events in an urban environment to stimulate economic growth and community engagement.
- Establish and nurture community partnerships to enhance public awareness of the organization's vision, mission, and strategic plan.

Little Blackbird Photo, Youngstown, OH – Owner/Photographer

OCTOBER 2015 - PRESENT

- Plan pre-shoot preparations, which include location scouting, and creating storyboards for posing, styling, editorial, and creative purposes.
- Take emotive, high-quality pictures in different environments using appropriate camera settings, including off-camera flash, natural and low light environments, and theatrical or stage lighting.
- Utilize Adobe Lightroom to improve, retouch, and color-correct photographs.
- Deliver collections of assets to clients, artists, venues, and publications by uploading them.
- Create content, write blog posts, and manage social media accounts.
- Maintain client records and coordinate event timelines.
- Oversee additional administrative duties, such as tracking mileage and expenses, keeping a record of receipts, payments, income, purchases, and more.

Forty Two Event Production, Youngstown, OH – Public Relations & Marketing Coordinator

JANUARY 2019 - JANUARY 2023

- Assisted company leadership by organizing and coordinating events and parties, which included selecting the venue, theme, guest list, and invitations, managing timelines, vendors, and employee holiday gifts.
- Supported management by scheduling appointments, meetings, and aiding in presentations and project proposals for clients.
- Managed basic administrative tasks such as receiving packages and mail, maintaining office organization, and keeping track of inventory for office supplies, staff apparel, snacks, and beverages.
- Created and curated digital content, including copy, for social media and the company website.
- Launched and executed various digital marketing campaigns utilizing Meta Business Suite and Google AdWords.
- Designed and implemented both print and broadcast advertising campaigns to promote new products and services, using Adobe Illustrator, Canva, MailChimp, and Microsoft Office.
- Captured various live events, behind the scenes, product and staff photography, and edited and retouched images using Adobe Lightroom.
- Maintained a thorough and organized filing system for client records, past events, marketing purchases and inventory, and digital assets.

Broadband Hospitality, Youngstown, OH – Marketing Assistant

JANUARY 2018 - OCTOBER 2018

- Boosted the company's online presence through the creation of engaging, informative, and consistent social media content, designed with Canva.
- Managed customer communication through MailChimp and ConnectWise, crafting email newsletter campaigns and maintaining contact.
- Produced an interim logo design, graphics, talking points, and messaging through Adobe Illustrator.
- Expanded brand recognition and generated collateral for trade show exhibits, including developing booth designs, coordinating the creation and delivery of printed marketing assets, and conceptualizing giveaway items.
- Collaborated with the sales team on ongoing projects and promotional campaigns.
- Organized and executed a week-long Sales Summit, which included coordinating vendors for product demonstrations and training, building timelines and schedules, coordinating travel, managing budgets and purchasing, planning a company party for over 60 employees, and creating welcome packets and agendas for attendees.

The Boys & Girls Clubs of Youngstown, Youngstown, OH – Marketing Intern

MAY 2017 - DECEMBER 2017

- Devised a summer social media initiative aimed at heightening local brand recognition by targeting potential donors and sponsors to collaborate with fundraising events on behalf of the organization.
- Captured an array of candid-style photography, featuring Club members on-site, staff, events, and behind-the-scenes moments to tell their story and attract new Club members. This involved enhancing and color-correcting all images in Adobe Lightroom.
- Collaborated with the Director of Development to organize, schedule, and oversee two fundraising events - The Backyard BBQ and the BGCY Gala. This included executing a direct mail marketing campaign to current and prospective donors.
- Generated digital and traditional marketing collateral such as social media graphics, annual reports, Christmas cards, and infographics by leveraging Canva.

Education

Youngstown State University, Youngstown, OH – Advertising & Public Relations

AUGUST 2013 - MAY 2018

Activities and organizations: Sigma Alpha Lambda, Penguin Productions, Student Nonprofit Leadership Organization

Certifications: Nonprofit Leadership

As a non-traditional commuter student, I actively engaged on campus and in the community, taking leadership roles in Penguin Productions and the Student Nonprofit Leadership Organization (SNLO). As the Event Lead for Federal Frenzy, a music and arts festival, I attracted 4,000+ attendees to downtown Youngstown. Additionally, I led two successful 90s-themed bar crawl fundraisers for SNLO. During my tenure as a Student Assistant under the Director of the Center for Nonprofit Leadership, I played a pivotal role in selecting organizations for the Raymond John Wean Foundation Summer Honors Internship Program.

These experiences honed my skills in communication, organization, and teamwork. Juggling academic responsibilities and extracurriculars as a non-traditional student taught me invaluable time management and goal-setting. Grateful for these opportunities, I've developed strong leadership capabilities and made meaningful contributions to my community. Excited to apply these skills in future endeavors and inspire others to do the same.

Professional References

Christine Grady

Relationship: Former Colleague

Phone: 412.980.2705

Abby VanHorn

Relationship: Former Supervisor

Phone: 330.978.8696

Chynna Thompson

Relationship: Former Colleague

Phone: 330.402.7460