



ALEX MOLLOY

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San Francisco

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COMPUTER

Basic HTML/HTML5
Wordpress
Photoshop CS5
Illustrator CS5
InDesign CS5
Microsoft Office
Final Cut Pro

PROFILE

MARKETING + SOCIAL MEDIA: Marketing strategy, and content creation for a company with over 50 million users. Social media management for 90K+ Facebook “likes” and 20K followers.

WRITTEN + VERBAL COMMUNICATION: Trained in writing, editing, interviewing and synthesizing complex information for a Pulitzer Prize winning publication. Professional expertise with writing captivating and emotional stories reaching an audience of 1.9 million daily.

MOBILE + TECHNOLOGY: Experience with mobile product testing, string text creation and user behavior on both Android and iOS. Website management of desktop and mobile sites for a company website and blog with over 150K monthly page views.

PROJECT MANAGEMENT: Expertise in creation and management of product & marketing launch processes with international and remote teams on a bi-monthly iteration schedule.

EXPERIENCE

DOLPHIN BROWSER

Marketing and Community Manager: Mobile Browser, 06.2011 - Present

Marketing/Social Media:

- Promotion to marketing manager in 3 months
- Management of blog with more than 150K monthly page views
- Grew Facebook from 10K to 95K through strategic campaigns & launches
- Managed Twitter growth of 400% to 20K of Twitter followers
- Responsible for management of marketing materials, PR communication, website updates, marketing and advertising campaigns, release marketing materials and events
- Facilitated creation of co-marketing campaigns with multi-million dollar companies. (Softbank, Dropbox & Evernote)

Project Management:

- Development of launch process, schedule, pipelines and phased processes for a bi-monthly iteration cycle
- International management of a remote & highly technical team with limited English skills

Design

- Design of website & blog design on both desktop & mobile. Worked closely with the developer managing implementation & upkeep

Public Speaking/Events:

- Public speaking experience presenting and demoing for 50+ at flagship Apple store and Haas Business School, UC Berkeley.

ALEX MOLLOY MARKETING, PHOTOGRAPHY AND DESIGN

Founder: Freelance Marketing and Photography firm, 01.2008 – 06.2011

- Written copy/copyediting for press packets, blogs, brochures, websites and print collateral
- Created communication graphics, layouts, business cards, logos for all variety of industries

SAMASOURCE

Interim Executive Assistant/Office Manager: nonprofit technology start-up, 04-07.2010

- Oversaw social media communications on Twitter, Facebook, Blog
- Designed print, photo and web marketing materials

THE OAKLAND TRIBUNE/BAY AREA NEWS GROUP

Freelance Photojournalist/Intern: 01.2008 – 2009

- Images internationally reprinted by the AP and for Bay Area News Group’s 23 daily newspapers
- Multi-tasked multiple assignments per day with strict daily deadlines delivering front page results

EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA: 2002-2006;

Bachelor’s of Arts: Art Studio; Emphasis, Digital Photography

Global Studies; Emphasis, Culture & Ideology in Africa

Spanish: Highest university level, 2003-2006

Study Abroad: University of Kwa-Zulu Natal, South Africa, 2005