

CONTACT

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EDUCATION

BACHELOR OF ARTS: APPLIED COMMUNICATIONS

2016

Loyola University
Chicago, IL

MASTERS OF MARKETING

Projected 2022

Kings College London


INTERNATIONAL RELATIONS CERTIFICATE


2020

London School of Economics

SOCIAL

 [linkedin.com/in/mollytullis](https://www.linkedin.com/in/mollytullis)

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MOLLY TULLIS

MARKETING CAMPAIGN ARCHITECT, NURTURE AND LEAD GENERATION

Cision | December 2020 - Present

- Develop, create, and maintain segmented demand and lead campaigns and programs at various stages of the funnel.
- Deliver compelling, value-driven narratives, that drive increased awareness of Cision solutions.
- Track, measure, and report on campaign metrics.
- Use quantitative and qualitative information to optimize campaign performance.

GLOBAL INFLUENCER MARKETING STRATEGIST

Wilson Sporting Goods | February 2020 - July 2020

- Developed, managed, and executed the global influencer strategy for the Wilson Sporting Goods Racquet Sports division.
- Implemented a new, international open call portal to allow for ongoing influencer applications.
- Created program strategy and execution, based on relevant events and product launches that would benefit from influencer support.

SENIOR DIGITAL STRATEGIST

Ketchum | March 2018 - February 2020, Previously AAE and Digital Strategist

- Recommended, prioritized, and deployed an appropriate mix of communications strategies and tactics in the digital space to drive brand awareness, engagement, and traffic in support of the overall digital/social media strategies.
- Educated and informed internal teams (creative, planning and account teams) to help become confident with all types of digital engagements.
- Developed and executed social media, influencer, organic and paid social, and digital strategies.
- Wrote creative copy and produced monthly social media content calendars. Acted as the community manager for several accounts.
- Implemented a social media growth strategy that over six months, saw 111% growth on Instagram.
- Created pre-production concept decks for social media content shoots, acting as a digital producer on-set, responsible for creating concepts, shot lists, and ROS.

GLOBAL SOCIAL COMMUNITY MANAGER

Ogilvy | Dec 2016 - March 2018

- Managed platforms for brands on Facebook, Instagram, Twitter, YouTube, Pinterest, and Tumblr for three international CPG brands.
- Monitored a global network of over 30 international Community Managers on the same CPG brands as myself, overseeing the global social listening reporting structure, training new community managers, and making sure everyone was up to date on processes; functioning as a project manager.
- Collected and analyzed data for reports, assessments of channel performance, content analysis, and social listening.
- Acted as a member of Ogilvy's influencer marketing team, working on any new business pitches or accounts that approached influencer marketing.

ACCOUNT COORDINATOR

Modern Luxury Publishing | July 2016 - Dec 2016

- Maintained a roster of 20-30 accounts across 15 markets; work on all 55+ titles in the Modern Luxury portfolio
- Used Ad Slate and AdLink to maintain a personal database of monthly advertisers, contacts and project statuses
- Communicate with advertising clients regarding deadlines, materials submissions and production specifications
- Traffic design materials, instructions and revisions to Modern Luxury's in-house team of advertising designers
- Ensure accuracy and quality of all materials and act as the final check on all Modern Luxury print and digital properties