

# Molly Crum

Marketing & Advertising Strategist | Senior Project Manager  
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## PROFESSIONAL SUMMARY

*Seasoned, detail-oriented problem-solver, project manager, and team leader with over a decade of experience in marketing and advertising. Excels at collaborating with passionate individuals across various industries, identifying challenges and strategizing with teams to uncover optimal solutions. Dedicated to shaping people, relationships, and stories, and working to create impactful, meaningful outcomes in every project.*

## EXPERIENCE

**Redroc Austin** | Austin, TX (August 2012 – August 2021 | 9 years)

Industry experience includes: manufacturing, restaurant/catering, entertainment/events, automotive, lawn and garden, pharmaceutical trials, home improvement, and communications

**Senior Account Director** (September 2018 – August 2021 | 3 years)

Promoted to Senior Account Director, an agency-wide leadership role, to cultivate an environment of collaboration, foster autonomy, and enhance communication. Mentored and managed a team of five account managers, project managers, and social media coordinators, guiding their professional growth and ensuring exceptional client service delivery.

- Led a dynamic, multidisciplinary team, including an external development partner, to design the user experience and visual language for a custom online ordering system for a local restaurant chain with six locations and a catering branch.
- Produced a modernized visual identity for a local restaurant client, enhancing all communications and consumer-facing messaging, which significantly elevated the brand's local perception.
- Oversaw the development of cohesive, holistic messaging for the regional affiliate of a national window replacement company. This initiative resulted in upgraded print and video messaging strategies, which significantly boosted sales, ultimately enabling the client to sell their company for a substantial profit.
- Developed and implemented a streamlined onboarding process for new hires at the agency, specifically tailored for a remote work environment, ensuring efficient and effective acclimation of new team members.
- Regularly conducted interviews and actively participated in the hiring process across all agency disciplines.

**Senior Account Manager** (January 2017 – August 2018 | 1 year 8 months)

Promoted to Senior Account Manager, which encompassed the dual responsibilities of account manager and primary strategist. Offered support in overseeing the account team, facilitating problem-solving sessions, strategic planning, and providing guidance to account managers and coordinators.

- Revitalized the agency's approach to client messaging, exemplified through the strategic repositioning of a key client. Played a pivotal role in the comprehensive overhaul of the client's image by leading a collaborative effort involving internal staff, external collaborators, and client partners to develop and implement compelling new messaging.

## SKILLS & EXPERTISE

- Communication
- Team Leadership
- Project Management
- Budget Management
- Time Management
- Operational Processes
- Solution Oriented
- High Achieving
- Collaboration
- Advertising Campaigns
- Brand Strategy
- Media Strategy

### High Proficiency

- Microsoft Office
- Google Suite
- Asana
- Mac Programs/Devices
- Dropbox
- Harvest
- STRATA
- Social Media

### Working Knowledge

- Trello/Basecamp/Workzone
- Google Tag Manager
- Microsoft Teams/Zoom
- Canva

## HONORS & AWARDS

**Local Agency Unsung Hero of the Year** | Alliance for Women in Media, Austin Affiliate | Austin, TX  
April 2022

## EDUCATION

**B.S. in Advertising,  
College of Communication**

The University of Texas at Austin | Austin, TX  
*Graduated with University Honors*



- Produced impactful video messaging for a catering client, delivering intentional and engaging content that resonated exceptionally well with the audience.
- Elevated the messaging strategy and visual presentation for a local entertainment client through an innovative approach to video content creation, resulting in a significant elevation of their brand presence and impact.
- Established a dynamic social media framework for agency clients, incorporating monthly strategy sessions and tailored copywriting initiatives. Leveraged platforms such as Hootsuite, Facebook Business Manager (now Meta), Instagram, and Twitter (now X) to maximize online presence and engagement.
- Standardized all account document templates to establish a cohesive visual identity across all agency accounts, ensuring consistency and professionalism in communication practices for all team representatives.

**Account Manager** (August 2012 – January 2017 | 4 years 6 months)

Served as the primary partner linking the agency and clients, and participated in strategy discussions to encourage client growth and success. Daily responsibilities included regular client communication, client branding/competition/audience research, collaboration with internal agency teams, project management from inception to delivery (including timeline and task management), coordination of external talent and vendors, copywriting for diverse creative needs, media buying across local and regional platforms (including digital, out-of-home, print, radio, and TV), and budget tracking.

- Managed and reconciled budgets exceeding \$6.5 million for 15+ clients, overseeing media planning and placement, production expenses, and retainer costs.
- Successfully orchestrated a local advertising campaign within the automotive sector resulting in a notable 6% year-over-year sales increase.
- Pioneered a lead tracking system for a pharmaceutical trials client, enabling meticulous monitoring of a \$250,000+ budget vis-à-vis generated leads, facilitating more insightful client spend analysis.
- Restructured agency templates for monitoring and tracking client budgets, streamlining the process for comparing estimated and actual spends throughout the year, leading to improved financial transparency and accuracy.

**Ampersand Agency** | Austin, TX (May 2010 – August 2012 | 2 years 4 months; Internship May 2010-September 2010)

Industry experience includes: higher education, restaurant, consumer packaged goods (frozen foods), automotive, spirits, and non-profit

**Account Manager** (September 2010 – August 2012 | 2 years)

Managed client relationships and supported strategic team leads in representing the agency.

- Maintained day-to-day contact with clients to provide status updates on all projects and advertising needs.
- Organized project and annual budgets, including monthly and annual reporting.
- Maintained and updated websites using WordPress.
- Produced regular photo and video shoots for various clients, from pre-production to final deliverables.
- Placed media in national markets and reconciled spend for analysis and reporting of campaign efforts.

**The University of Texas at Austin Intercollegiate Athletics, Office of Academic and Student Services** | Austin, TX (January 2009 – September 2010 | 1 year 9 months)

Relevant experience includes: graphic design, office administration, and staff support responsibilities

**Designer/Student Technician** (January 2009 – September 2010, 1 year 9 months)

Supported Student Services Associate Athletic Directors and Academic Counselors in providing an academic focused environment for student-athletes.

- Supported coordination of student-athlete events, including New Student Orientation, Graduating Senior Luncheon and Academic Awards Presentation.
- Designed projects for department use (manuals, programs, office decor, etc.) following trademark guidelines and regulations (The University of Texas at Austin and Big 12 Conference).
- Selected and designed range of "back-to-school" supplies for student-athlete orientation.
- Designed student-athlete annual planner, t-shirts, orientation packet, and other materials for events.