

Molly Becker

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OBJECTIVE: Searching for an opportunity within strategy and brand development to apply the data and math skills that are complemented by my communication expertise which earned me a spot in the competitive **Texas Media and Analytics Program**.

CAREER EXPERIENCE:

Margie Korshak, Inc., Chicago, IL, *PR & Social Media Intern* Summer 2020

- Monitored, tracked and secured television, radio and social media client coverage for Home Run Inn restaurant chain using industry tool Critical Mention, a media monitoring and analytics tool
- Prepared press materials; drafted releases and PSAs; tailored state-wide event submissions for the National Kidney Foundation of Illinois' Gift of Life Gala resulting raising more than \$115,000 exceeding the goal by 15%
- Researched and built targeted influencer list for social media campaigns for several national clients including Krispy Kreme Doughnuts

3 Point Partners, Austin, TX, *Public Affairs Intern* Winter 2018–Spring 2020

- Supported account team representing Cap Metro and Samsung by providing research and materials for meetings with city officials
- Set strategy and executed plan to rebuild website and conduct outreach that increased following by 20%
- Gathered, calculated and interpreted data/information to be leveraged for each project

Texas Tower Communications, *Account Executive* for Austin Speech Labs Fall 2018–Present

- Amplify public relations activity for Austin Speech Labs, a local non-profit
- Draft and pitch local media to sources including: Austin Business Journal and Austin American-Statesman which resulted in three published stories
- Direct a team implementing best media efforts on several social platforms
- Collaborate with numerous teams and vendors to assist in event execution resulting in \$100,000 raised

ACTIVITIES AND LEADERSHIP EXPERIENCE:

Coca-Cola/Vitamin Water, *Brand Ambassador* Winter 2018–Spring 2020

- Built brand loyalty and support throughout college campuses through content and social influence
- Cultivated media content reaching 78,000 followers, focusing on audiences and segmentation through data analytics increasing brand reach and follower counts across three social platforms

Alpha Chi Omega Fraternity, *Secretary* Fall 2017–Fall 2018

- Elected to catalog hundreds of records of activities and member participation for chapter with 300 current members through the use of specific analytic software
- Worked collaboratively with other leadership members on implementing requested changes regarding policy and software that streamlined efficiencies

COMMUNITY INVOLVEMENT:

SAFE, Austin, TX, *Volunteer* Fall 2017–Present

- Raise money, \$200,000 and counting, and secure supplies for the women and children staying in the shelter
- Establish relationships with the families in SAFE protection through volunteer and service in turn expanding the secure, safe and inclusive community free from violence, harm and abuse

EDUCATION:

The University of Texas at Austin Graduation May 2021

- Bachelor of Science; Major: Public Relations; Minor: Business

IES Paris Spring 2020

- Business and International Affairs Studies

SKILLS AND ACHIEVEMENTS:

- *Academic Awards:* Media RFP Finalist, Connector Award
- *Software/Research:* SWOT, Mintel Reports, SMRB/MRI, SPSS, Google Analytics, MS Office
- *Interests:* Soccer, Podcasts, Fitness, Travel, Volunteering