

MOLLY K. ELLIS, MBA

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MARKETING & COMMUNICATIONS PROFESSIONAL

Highly skilled Marketing and Communications professional with expertise in all facets of strategic planning, budget development, and financial management. Instrumental in streamlining and improving processes, enhancing productivity, and implementing marketing collateral and analysis. Seeks to benefit dynamic and growing companies by executing campaign communications, working with employee teams and enhancing media relation strategies.

- Adobe Creative Suite
- Microsoft Office Suite
- HTML & SEO/Analytics
- ROI Forecasting
- Proposal Writing & Strategy
- Graphic Design & Photography
- Public Relations & Journalism
- Branding & Rebranding
- Event Planning
- Social Media Marketing
- Fundraising & Financial Planning
- Project Management

PROFESSIONAL EXPERIENCE

MOBILITYWORKS, National (Based in Southern California) 2018 – 2019

Regional Marketing Coordinator

- Regional Marketing Coordinator, covering the Western Division (40+ stores) of an Inc. 500 | 5000 national provider of wheelchair accessible vehicles, with travel up to 70% of the time
- Managed national event participation at expos, conferences, symposiums, trade shows, and other events with 2,500+ attendees, throughout the United States
- Responsible for researching trends and strategies for 80+ stores, culminating in extensive reports and proposals for corporate planning
- Managed regional event calendar and event budget
- Identified, built and strengthened relationships with influencers and partners
- Provided metrics on the success of marketing campaigns
- Worked on several dynamic social media campaigns, including Facebook Live videography

GLIDEWELL LABORATORIES, Irvine, CA 2016 – 2017

Marketing Coordinator IV

- Project management, content curation, and distribution for 15 members of the Implant Marketing Division
- Presentation developer and manager for 50+ dentists' demonstrations and receptions
- Database manager for 400+ projects, using a combination of File Maker Pro, Excel and Podio

SAN GORGONIO MEMORIAL HOSPITAL, Banning, CA 2012 – 2016

Marketing & Public Information Officer

- Solely designed the marketing department, reporting to and collaborating directly with the hospital CEO
- Wrote proposals and implemented marketing plans and company budgets for \$400K each fiscal year
- Negotiated 25+ municipal and health gala sponsorships per year through \$50K fundraising and sponsor events
- Solely responsible for creating marketing and advertising copy for entire hospital, using Adobe InDesign
- Created all social media profiles, and redesigned the hospital website, using HTML and SEO strategies

SAN GORGONIO MEMORIAL HOSPITAL FOUNDATION, Banning, CA 2012 – 2013

Interim Foundation Director & Marketing Coordinator

- Executed high-profile fundraising, and raised \$200K at the Annual Dinner Gala & Golf Tournament events
- Balanced financial management and budgeting reports for board revision and approval
- Restructured the board of directors with the CEO and board president to enhance productivity and growth
- Managed a small staff of employees and volunteers, while also heading the Marketing Department

EDUCATION

Master of Business Administration, Marketing Emphasis; University of Redlands, Redlands, CA
Bachelor of Arts, Literature, Digital Media; University of California, Santa Cruz, CA