

CONTACT

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EDUCATION

2021 - 2025 | Eugene, OR

UNIVERSITY OF OREGON

- Bachelor of Arts in Public Relations | Minor in Sociology

SKILLS

- Media Relations & Client Communication
- Web/Brand Design
- Content Development
- Strategic Planning & Market Analysis
- Social Media Strategy/Analytics
- Event Planning & Management
- Crisis Resolution
- Community Building
- Competitor Research
- Software: Hootsuite, Muckrack, Adobe, Microsoft, Excel

BRAND DEVELOPMENT

Molly-Miller.com

- Developed an event planning website, publishing bi-weekly blogs on industry trends.
- Demonstrated a blend of creativity and strategic content development.
- Deepened passion for major public-facing events.

The Molly Movement

- Currently developing a personal brand in Chicago focused on empowering women in eating disorder recovery through fitness and mental health awareness.
- Using a strategy that integrates personal training, running clubs, and Instagram content to create a supportive community for women empowerment.

MOLLYMILLER

PUBLIC RELATIONS

SUMMARY

Passionate and driven Public Relations professional with experience in developing and executing PR materials, managing client schedules, and coordinating logistics, seeking agency or an in-house role at a major, public-facing events organization. Proven skills in strategic planning, event management, social media strategy, community building, and brand development through the creation of "The Molly Movement."

EXPERIENCE

42 West | PR INTERNSHIP

SUMMER 2024

Los Angeles, CA

- Developed and executed essential PR materials, including briefing documents, press releases, and MuckRack media lists.
- Participated in client and internal meetings.
- Conducted thorough research to inform decision-making.
- Tracked relevant industry events and conferences.
- Provided essential support during crisis management.
- Gained critical skills in media relations, client communication, and problem-solving.

Delta Gamma | Vice President

Eugene, Oregon

2024

- Drove accountability and ensured bylaw adherence for a 160+ member chapter as Honor Board Chair, fostering a culture of ethical conduct.
- Successfully planned and executed numerous events, including philanthropic fundraisers.
- Demonstrated expertise in event compliance, logistics, and social media strategy.
- Cultivated a thriving community through engaging programming and retention strategies.
- Effectively managed crisis situations and maintained strong alumni and advisor relationships.

Epitome Elevate | PR Campaign

2025

- Challenge: Expanded brand visibility and recognition within the competitive US market.
- Strategy: Implemented a targeted, community-driven approach focusing on empowering women leaders within HR and mid-level management.
- Execution: Executed a multifaceted campaign through strategic media placements, targeted LinkedIn engagement, the immersive 'Brewing Archetypes' coffee tour, and Dreamforce activations.

Arthritis National Research Foundation | PR Campaign

2024

- Challenge: To pinpoint growth opportunities and optimize platform performance by analyzing engagement trends across diverse media types.
- Strategy: Conducted a comprehensive social media audit and competitor analysis to identify data-driven insights.
- Execution: Developed actionable engagement strategies and content recommendations, complemented by mock posts demonstrating best practices.

