

hey what's up hello

Molly Falco

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I help cool brands say 🙌 to the world.

DIRECTOR, MARKETING

Swoogo // Remote // Current

Build, grow, and manage demand in a crowded, niche market.

Partner cross-functionally with sales to support revenue goals.

Lead brand, product, and internal marketing strategy and initiatives. Develop and execute messaging to support product positioning and brand differentiation.

Drive the strategy, channel management and resources to help deliver material return from marketing efforts and demonstrate the significant revenue attributed to growth marketing efforts.

Oversee performance tracking and calibration on a daily basis to drive decision making around budget allocations and forecasts.

BRAND MANAGER

Swoogo // Remote //

Sept 18-Sept 19

Developed the Swoogo brand; primary identity, voice, and visual system.

Wrote all marketing copy, including advertisements, and executed accompanying graphics.

Wrote SEO-driven posts for the Swoogo blog and shared across social media platforms. Grew average engagement on LinkedIn by 40%.

Managed, designed, and oversaw sponsorship presence at several industry events, including HubSpot's Inbound and SXSW.

Copywriter

Laundry Service // NY //

Sept 17-Sept 18

Ran brand copy as part of Papa John's AOR; oversaw copy for social media, radio, TVCs, and OOH campaigns.

Copy lead for J. Crew and Hint Water social media.

Participated in overarching campaign ideation for all three brands, as well as Lincoln, Carol's Daughter, and Canada Goose.

More

mollyfalco.com / letmein