

Molly Lyon

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Nashville, TN

Profile

Driven by a passion for reading, writing, and storytelling, actively pursuing a career in the publishing industry. Equipped with strong organizational skills, a creative mindset, and a commitment to building meaningful relationships with clients and colleagues. Thrives in fast-paced environments that require teamwork, attention to detail, and innovative thinking.

Professional Development

- Active member of the Women's National Book Association
- Participant in WritersFest Conference
- Completed courses with The Publishing Training Centre

Skills

Copywriting

Muck Rack PR & Media Database

Time Management

Vellum

My Emma Email Marketing

Collaboration

Canva

Microsoft Office Suite

Written and Verbal Communication

Google Workspace

Education

Belmont University

Nashville, TN

BA in Business Administration

Experience

Richlynn Group | Senior Account Manager

March 2024-Present

- Responsible for leading and co-leading up to nine diverse client accounts, including an author, music artists, a documentary film, and instrument manufacturers.
- Directed the creation and distribution of press releases and pitches to local, regional, and national media outlets to secure promotional opportunities.
- Conceptualized and executed multi-channel marketing campaigns, including email marketing, influencer partnerships, and advertising placements tailored to individual client needs.
- Solely managed nineteen social media accounts across Facebook, Instagram, TikTok, Threads, X, and YouTube.
- Managed the recruitment, training, and mentorship of interns. Oversaw project assignments and provided regular feedback

Richlynn Group | Account Manager

January 2022-February 2024

- Implemented strategic social media initiatives to support client projects
- Designed tour posters, album covers, social media content, and print and digital advertisements.
- Tracked social media followers, press coverage and budgets to maximize the success and visibility of each client within their respective industries.

Richlynn Group | Junior Publicist

January 2021-December 2021

- Assisted in managing client accounts and executing marketing campaigns.
- Conducted market research on industry trends.
- Handled administrative tasks, such as updating media lists, scheduling internal meetings, interviewing intern candidates, and gathering required assets for press.

Charles McCutcheon | Digital Designer

July 2020-April 2024

- Developed compelling pitch decks to advance the production of three documentaries.
- Met tight deadlines, adapted to evolving project requirements and employed innovative design techniques to enhance the visual appeal and effectiveness of pitch decks.