

MOLLY E. HORAN

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EDUCATION

University of North Carolina at Chapel Hill

May 2023

Kenan-Flagler School of Business – Bachelor of Science in Business Administration, BSBA

- GPA 3.8/4.0; Dean's List every semester; Graduated with Highest Distinction
- BUSI 528 – Leadership Communication (August 2022 – October 2022)*
 - Led team of 5 Canadian students remotely to solve and present communications consulting case using consensus-building tactics
- BUSI 567 – Customer Relationship Management (August 2021 – December 2021)*
 - Analyzed and dissected existing CRM systems to evaluate and improve effectiveness

Hussman School of Journalism and Media – Second Major in Media and Journalism, Advertising/Public Relations Focus

- MEJO 673 – Ad Campaigns Capstone (January 2023 – May 2023)*
 - Strategized, mocked up, and pitched “Forever Fashion, Not Fast Fashion” campaign (6 executions) for GAP with a 5-person team
- MEJO 373 – Account Planning and Strategy (January 2023 – May 2023)*
 - Crafted 5 brand strategies utilizing various approaches (journey planning, brand houses, Jungian archetypes)

EXPERIENCE

WXYC 89.3FM – Chapel Hill, NC

August 2019 – Present

General Manager at UNC's non-commercial, student-run radio station (May 2022 - May 2023)

- Managed 150+ DJs and 8 assistant managers w/ 70 shows/semester and 24/7 programming
- Launched “Radio Isn't Dead” ad campaign on social media (~19% engagement), resulting in 23.2% increase in applicants YOY
- Conducted hiring and onboarding activities 3x/yr, ~17 new DJs/semester
- Reduced DJ absences by 30.35% through the implementation of new attendance policies
- Designed digital assets, print flyers, and merchandise for 2010s dance, yielding 15% engagement, \$3.5K, and 800+ attendees

Outreach Manager (May 2021 - May 2022)

- Booked and promoted 3+ events/mo (public and private), net profit of up to \$2.5k and turnouts of ~800
- Coordinated w/ artist management to conduct, publicize, and broadcast ~2 interviews/mo w/ up & coming artists
- Revitalized ticket giveaway schedule by negotiating w/ local venues to run ~5 giveaways/wk
- Established sense of community and boosted organizational buy-in by resurrecting DJ event schedule after COVID-19 pandemic

Disc Jockey (August 2019 - Present)

- Curate 2-hour weekly setlists, broadcasting to 900 square miles in the Triangle area
- Research diverse music genres throughout history, leveraging insights to form connections between seemingly disparate pieces for an enhanced listener experience and deeper appreciation of cultural influences
- Produced 3-part specialty series on alternative music, garnering ~7% Instagram engagement and a loyal following on social media
- Mentored 7 new DJs, providing personalized recommendations and additional training

Urban Outfitters – Durham, NC

August 2018 – May 2022

Team Lead, Photographer, Specialist, and Sales Associate

- Oversaw daily staff of 4-10 sales associates w/ conversion of up to 40%, trained sales associates in POS and store procedures
- Analyzed weekly sales data & KPIs to enact departmental changes & drive sales according to consumer behavior
- Picked and packaged 300+ units for online orders daily during peak holiday season, 100+ year-round
- Boosted regional sales of key products through execution of 5+ photoshoots for publication on @UOCarolinas Instagram

Revival Recordings – Raleigh, NC (remote)

January 2021 – August 2021

Social Media Marketing Intern

- Increased weekly website visitors 20% over first 2 months after writing & launching album release blog series
- Designed Instagram Spark AR filter, garnering 1K+ impressions in first week after release

No Brainer Collective – Remote/Digital

May 2020 – August 2020

Creative Director and Founder of an online publication

- Designed website, obtaining 100+ site visits and bounce rate <20% after initial release
- Formulated marketing plan for inaugural 20-page issue launch, focusing on social media to target Gen Z demographic
- Developed brand identity package (8 logo variations, ~15 product designs, manifesto) using Adobe Photoshop and Illustrator

Motorco Music Hall – Durham, NC

August 2016 – June 2017, September 2018 – April 2019

Marketing and Promotions Intern at 400-person capacity venue

- Launched promotional campaign consisting of 90+ posts/mo on Facebook & Twitter using Google & Facebook Analytics
- Managed 3 simultaneous email campaigns w/ conversion of up to 30%