



MOLLY HERSH

MARKETING & DESIGN

CONTACT

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EDUCATION

Chapman University

Orange, CA

B.A. Public Relations and
Advertising

Minor in Graphic Design

SKILLS

Graphic Design

Branding

Project Management

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe After Effects

Email Marketing

Microsoft Office

PROFILE

Creative and dedicated professional with excellent communication skills. Strong CPG background, and experience with both retail and DTC. Proven track record of creating high converting creative with involvement from strategy and planning to final execution.

PROFESSIONAL EXPERIENCE

Sr. Graphic Designer & Creative Manager / Ohza Mimosa 2022 / Remote

- Lead creative across multiple channels, including social, paid digital, DTC email marketing, packaging and retail point of sale materials
- Maintain and update guidelines to create brand consistency across all platforms, creation of new assets to illustrate key attributes, and manage delivery across departments
- Brainstorm and execute creative for launch of brand extension, Fizzy Sangria by Joe Jonas from planning stages to final deliverables

Brand Designer / Icelandic Glacial 2016 - 2022 / Los Angeles, CA

- Provide art direction for all sales and marketing materials and maintain consistent brand message in both the U.S. and International markets
- Design projects include packaging, national print ads, billboards, sales decks, brochures, point of sale materials and displays, web banners, social ads, motion graphics, experiential and more
- Launch new products from concept to shelf, including packaging design, key art, branding guidelines and promotion
- Manage Icelandic Glacial website, including website redesign, launch of e-commerce, and strategy and execution of email marketing plan
- Content creation for email marketing, social channels and branding documents including original photography and other graphics

Graphic Designer / Solara Suncare 2019 - present / Freelance

- Create high quality visual content on a regular basis for use on social media channels, digital ads and email marketing
- Design illustrative infographics and animated videos to tell brand story
- Produce branded print materials, such as postcards, booklets and more