

Molly Malone

phone: 970.821.5466 /Salt Lake City, UT/ [Portfolio](#)

QUALIFICATIONS

- Creative and Strategic: Executing innovative projects by balancing big-picture thinking with meticulous attention to detail.
- Copywriting Expertise: Skilled in on-brand product copywriting, sales campaigns, and SEO optimization.
- E-commerce Specialist: 9+ years in outdoor industry, 4+ years in DTC ecommerce with strong analytical skills.

PROFESSIONAL EXPERIENCE

Ecommerce Merchandiser, Black Diamond Equipment, 2023-Present

- Product owner for seasonal webflip, PDP management, and CLP seasonal merchandising. Managing a catalog of over 2000 skus ranging across multiple disciplines. This requires collaborating and coordinating with a variety of teams.
- Project leader for new PIM/DAM implementation. Close collaboration with web developer and master data manager to create a cross department PIM optimized for e-commerce needs.
- Project coordinator for F23 PDP redesign. Coordinated with the developer agency and marketing team to launch this project. Once launched it boosted site sales by ~10%.
- Key contributor to MAP sales, marketing campaigns, and email campaigns.
- Daily tasks include product merchandising, product copy changes, search and SEO optimization, and optimizing PDP content.

Ecommerce Support Specialist, Black Diamond Equipment, 2020-2023

- Liaison to all parts of the company from design to distribution to ensure a seamless DTC ecommerce process for consumers.
- Worked with our ecom team to address errors on the website and suggest fixes. This included copy errors, basic UX fixes, and larger UI and coding issues.

Retail Gearhead, Backcountry.com, 2019-2020

- Educated and sold customers on a large variety of outdoor gear and in winter 2019, I won the 'Purkey Cup' as I made the most sales as an individual over the Black Friday Weekend.

EDUCATION

Professional Diploma in UX Design, UX Design Institute, 2022

B.A., English: Writing/Rhetoric/Literacy, Colorado State University, 2019

Minor in Environmental Affairs

Media Studies, University of British Columbia, 2015-2016

CONFERENCE PRESENTATIONS

"Fear Falling: Assuming Risk in Rock Climbing," Student Outdoor Leadership Conference. Gunnison, Colorado, April 2019.

KBYG "Avalanche Awareness" Clinic, CSU Outdoor Program, Fort Collins, Colorado Jan 2018, Dec 2018

CERTIFICATIONS

Wilderness First Responder (WFR), Present

The American Heart Association CPR; Present

Professional Avalanche Level 1 (AIARE), April 2024

AIARE Women's Mentorship Program 2nd Cohort, Sept-Dec 2022

NOLS Outdoor Educator Mountaineering course, May 2016

ADDITIONAL SKILLS

UX/UI Principles, Shopify, Google Analytics, HTML/CSS Basics, Product Copywriting, Adobe Suite, Figma, Microsoft Office, Google Suite, WordPress, AP Style

PERSONAL EXPERIENCE/HOBBIES

- I am an avid backcountry snowboarder and climber. I deeply enjoy exploring the landscapes of the west that have influenced a great deal of my experiences.
- I am a hobbyist painter and enjoy the endless struggle to find the correct color for Wingate sandstone.