Molly Malone

Phone: 970.821.5466 /Salt Lake City, UT/ Portfolio

PROFESSIONAL EXPERIENCE

Copywriter, Black Diamond Equipment, 2024-Present

• Develop and produce written content for multiple channels: seasonal product copy, SEO articles, social media, email campaigns, and all other promotional materials. Plan and develop the yearly written content calendar.
• Shape and maintain BD's brand voice, serving as a key decision-maker in how the brand communicates across multiple channels and markets. Maintain and evolve brand guidelines as needed.
• Manage freelance writer relationships and retainers, overseeing content development and editing. Collaborate and interview athletes and key partners to develop engaging editorial content.
• Partner with product manager, brand manager, PLMs, and graphic design teams to create compelling and consistent written content for BD.
• Manage and create product copy every season. Collaborate with the creative systems manager to ensure all product information is correct and accessible to the rest of the org and to external vendors.
• Support the content director and creative director with seasonal catalogue, video content, and other larger brand activations.

Ecommerce Merchandiser, Black Diamond Equipment, 2023-2024

• Product owner for seasonal webflip, PDP management, and CLP seasonal merchandising. Manage a catalog of 2,000+ SKUs 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.

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

CERTIFICATIONS

Wilderness First Responder (WFR), Present
The American Heart Association CPR, Present
Recreational Avalanche Course Instructor (AIARE), December 2025
AIARE Women's Mentorship Program 2nd Cohort, Sept-Dec 2022
NOLS Outdoor Educator Mountaineering course, May 2016

PERSONAL EXPERIENCE/HOBBIES

• I am an avid backcountry snowboarder and climber. I deeply enjoy exploring the landscapes of the West, which have influenced many of my experiences. I am also a hobbyist painter.