Molly Donovan
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Dual US/Canadian Citizen mollydonovan.journoportfolio.com

PROFILE

Agile writer and content specialist with extensive experience developing strategic brand messaging, digital content, corporate communications, and multi-channel marketing assets. Skilled at translating complex business objectives into engaging, audience-focused content. Experience collaborating with global marketing teams, creative agencies, and cross-functional stakeholders across technology, retail, financial services, and corporate environments.

WORK EXPERIENCE

Senior Content Specialist June – October 2026
Lightspeed Commerce

- Promoting point of sale technology through content creation to lead brand positioning and messaging as part of the Global Brand marketing team
- Coordination with product marketing managers, product managers, project managers, and designers to produce and localize work across a global company in the retail and hospitality sectors
- Web content creation: landing pages, intercom messages, pricing pages, app descriptions
- Email and social media marketing content creation
- Research and competitive scans as part of new product naming
- Ideation, scripting, and shot lists for video production
- Experience using Figma, ElevenLabs, WordPress, Jira, Monday.com
- Member of Sustainability Employee-led Network

Lead Writer May 2023 – September 2025
Nexus Communications

- EVP creation for use in talent attraction and retention
- Asset creation to promote and reinforce strategy, culture, and organizational MVV
- Website content for HR-related use: onboarding, employee assistance, employee programs, leadership programs, etc.
- Facilitator guides for onboarding and employee programs
- Video production assistance, including scripting and interview selects
- Digital ads composition for Facebook and LinkedIn
- Editing and writing for RFPs and proposals, speeches, hiring materials, welcome letters, etc.
- Collaboration with strategists, content team, designers, and freelancers in a high-functioning small agency

Copywriter July 2021 – April 2023
GS1 Canada

- Copywriting and copy editing to support the business as part of the Marketing & Communications team, including subscriber communications, web content, and internal messages
- Creation of an organization-wide writing guide

- Researching, writing, editing, and steering two quarterly industry newsletters, *The Beat* and *Food for Thought*, using JIRA for project management
- Guidance and mentoring of junior writers
- Small business spotlight stories for website features
- Brainstorming and execution of communications that promote global standards for a more efficient supply chain
- ESG Steering Committee member

ADDITIONAL WORK EXPERIENCE

- National Correspondent for satirical current affairs webzine Mooseclean's
- Network Television Promotions Producer
- Project Control Officer with financial technology unit at Scotiabank
- Writer for Tripvia Tours travel app
- Children's ebook author
- Volunteer for Ontario SPCA and Humane Society (writing and marketing)

SKILLS

- Copywriting experience creating original and fresh content for all types of promotions, media, marketing, and scripting
- Deep understanding of the promotions segment of the broadcast television industry
- Familiar with creative services and how to collaborate to produce effective, branded content
- Understanding of copywriting principles and how to address TM while also satisfying stakeholders
- Familiar with SEO, GEO, AEO, ASO principles for digital marketing
- CMS, Social Media Management platform experience; SEM proficient
- Proficient with Microsoft 365
- Proficient with Google Workspace

EDUCATION AND PROFESSIONAL DEVELOPMENT

Professional Development:

- Writing with AI, Western University Continuing Studies
- Social Media Marketing, George Brown College Continuing Education
- Copyediting, George Brown College Continuing Education
- Copywriting That Sells, University of Toronto School of Continuing Studies
- Generating Stories, University of Toronto School of Continuing Studies creative writing
- Creative Writing, TDSB continuing education writing course

University Degree:

- Washington State University—Bachelor of Arts in Communication, Graduated Summa Cum Laude. English minor.