

# Molly Parry



**Creative people-person with a passion  
for making things that matter.**

## experience

### SLICKER'S EATERY

*Creative Director | January 2021 - Present*

- + Creating branding for locally-sourced and franchising-driven Eatery.
- + Copywriting, social media, public relations, events, and newsletters.
- + Designing all creative elements of physical restaurant, guest experience, and digital presence.
- + Creating talk-tracks and training for staff in all positions.
- + Planning and hosting community and charity events.

### SANDE CAPLIN + ASSOCIATES

*Marketing / Freelance Writing | Aug 2017 - Present*

- + Overseeing all Marketing and Communications efforts for small-business web agency.
- + Pitching and implementing social media and content marketing strategy for 10+ clients.
- + Creating email campaigns and written marketing materials.

### ORLANDO MAGIC

*Premium Guest Services Representative | Aug 2015 - May 2017*

- + Providing legendary customer service for premium partners and their guests.
- + Serving as liaison between premium guests, VIPs, sales representatives, and the Orlando Magic organization.

### FEEDING CHILDREN EVERYWHERE

*Communications Manager | Jan 2015 - Aug 2016*

- + Head of Communications department for global non-profit organization.
- + Building out branding guide, company voice, and all website content.
- + Responsible for all copywriting, content marketing, campaigns, social media management, external client and volunteer communications.
- + Connecting with top-level clients from various large corporations, churches and communities across North America.

Results within one year:

102.5% increase in total social reach

176.3% increase in social media interactions

362.2% growth in profile visits

Reach: 25,000+ subscriptions in monthly e-newsletter

## education

UNIVERSITY OF CENTRAL FLORIDA (2011-2016)

Major in Human Communication

Minor in Film Studies

## let's talk

941-545-5727

[mollsparry@gmail.com](mailto:mollsparry@gmail.com)

[linkedin.com/in/mollymslicker](https://www.linkedin.com/in/mollymslicker)

## written contributions

[HerCampus.com](#)

[The Suncoast Post](#)

[HelloGiggles.com](#)

[BabesWhoHustle.com](#)

[AMI Sun Newspaper](#)

[Taste Magazine](#)

[Visit A Paradise blog](#)

[Young Life programming](#)

[FeedingChildrenEverywhere.com](#)

## skills

Writing • Editing • Branding •

Creative • Communication •

Marketing • Public Speaking •

Leadership • Social Media •

Storytelling • People •

Pop Culture References