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## MOLLY B. SINGLETERRY

*Copywriter + Content Strategist:*

Mighty in the Midwest

*Host + Organizer:*

CreativeMornings Grand Rapids

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## CONTACT ME

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## EDUCATION

Bachelor of Arts, English | 2007

Michigan State University

*Additional concentrations:*

Creative Writing, Journalism,  
and Spanish

*Study abroad:* English Literature  
(London, summer 2006)

## EXPERIENCE

### **MIGHTY IN THE MIDWEST** (Grand Rapids, March 2016–present)

Mighty in the Midwest—a digital strategy, design, and technology company  
*Copywriter, Content Strategist*

- Manages the content strategy and governance for new and existing website projects. Creates voice and tone guidelines, edits and proofreads, writes copy, and provides analytics and SEO best practices. (*Clients include: the City of Grand Rapids, Herman Miller, and Hope College.*)
- Manages Mighty's social media channels.

### **FREELANCE** (Grand Rapids, January 2012–present)

*Writer, Editor, Graphic Designer*

- Copywriting, content strategy and governance, copy editing/proofreading.
  - Branding design and strategy; production design for print and web.
- Invitation + Stationery Designer for Spectacle Design Studio*
- Manages projects, works with client, creates budgets/COG, researches, logistics.
  - Designs wedding invitations, personalized stationery, and other paper goods.

### **GORDON FOOD SERVICE** (Grand Rapids, November 2010–December 2014)

*Graphic Designer, Proofreader/Copywriter (contract and freelance positions)*

- Photoshopped e-commerce images, designed branding/promotional pieces.
- Proofread and copy edited ads; wrote copy and metadata; and managed SEO.

### **THE GREAT BOOKS FOUNDATION** (Chicago, September 2008–September 2010)

*Editorial Project Manager, Post-Secondary Programs and the Common Review; Production and Design Associate*

- Managed the editing, scheduling, advertising, budget, production, and distribution of the *Common Review* magazine.
- Assisted departments with editorial and marketing development; copy editing. Designed ads and book covers.

### **J-AD GRAPHICS** (Lowell, Michigan, August 2007–September 2008)

*Editor-in-Chief, Sports Editor, the Lowell Ledger*

- Managed editing and production of the Lowell Ledger, a weekly newspaper.
- Chief duties included: content editing, reporting/writing, photography, page design layout, and full varsity sports coverage.

### **THE BIG GREEN** (East Lansing, Michigan, January 2005–May 2007)

Michigan State University's online, student-run monthly magazine  
*Managing Editor*

- Managed and edited the *Big Green*; created editorial calendar; wrote articles.

### **WOMEN FOR SUSTAINABLE DEVELOPMENT** (Washington, D.C., Jan. 2007)

National Wildlife Federation Leadership Institute—annual conference

- Invited to attend the NWF conference; created the Step It Up! carbon emission campaign, East Lansing.

## VOLUNTEER

### **CREATIVEMORNINGS GRAND RAPIDS** (Grand Rapids, January 2015–present)

CreativeMornings—a monthly breakfast lecture series for the creative community  
*Host, Lead Organizer*

- Directs a team of volunteers to make sure events run smoothly.
- Finds and recruits speakers, connects with the local community, works with vendors and venues, and organizes sponsors and budget.