



MOLLY B. SINGLEBERRY

Copywriter + Content Strategist:

Mighty in the Midwest

Host + Organizer:

CreativeMornings Grand Rapids

CONTACT ME

✉ molly.benningfield@gmail.com

🌐 mollybenningfield.com

☎ (616) 560-7229

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—a digital strategy, design, and technology company

Content Strategist, Copywriter

- 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.
- Plans, writes, designs, and executes Mighty's social media.

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.

Principal Designer for Spectacle Design Studio

- Manages projects and timelines, works with client, creates budgets, researches.
- Designs wedding invitations, personalized stationery, and other paper goods.

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

GFS—a foodservice supplier and distributor (creative department)

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

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

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

GBF—a nonprofit education organization and book publisher

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 post-secondary departments with editorial and marketing development; copy editing. Designed ads, promo pieces, and book covers.

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

The Lowell Ledger, published weekly by J-Ad Graphics

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.

VOLUNTEER

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

CreativeMornings—a monthly breakfast lecture series for the creative community

Host, Lead Organizer (previously photography and logistics)

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