

GARY MOLLOHAN



MARKETING SPECIALIST

CONTACT

- 📞 217.823.0967
- ✉️ gamollo@protonmail.com
- 📍 Taylorville, IL 62568
- 🌐 Gary Mollohan

EDUCATION

GRADUATE CERTIFICATE, MARKETING

North Central College
Naperville, IL

BACHELOR OF ARTS, COMMUNICATIONS

University of Iowa
Iowa City, IA

SKILLS

PROFESSIONAL

Graphic Design/Print Production

Advertising Copywriting

SEO/SEM Strategies

Trade Show Exhibition

Photography/Videography

Social Media

Event Planning

WordPress/Blogging

PROFILE

Driven marketing professional with a decade of experience planning, developing and implementing successful campaigns. Hands-on, relevant experience creating sales-driving brochures, advertisements, websites and other marketing collateral. Able to craft compelling, customer-centric brand messaging.

EXPERIENCE

MARKETING SPECIALIST/GRAPHIC DESIGNER

Isringhausen Imports | Springfield, IL | 2016 – Present

- Managed marketing efforts for four luxury auto brands including paid search/banner ads/social media/e-mail campaigns.
- Wrote and designed print ads for national publications like The Wall St. Journal and DuPont Registry.
- Wrote and produced commercials for TV and radio.
- Planned and promoted vehicle launch parties for VIP guests.

MARKETING MANAGER

Align Production Systems (formerly Airfloat) | Decatur, IL | 2010 – 2015

- Managed six-figure marketing budget for design & manufacturing company with \$10 million in annual sales.
- Worked with cross-functional team to launch online product catalog.
- Exhibited at 10 national and international trade shows.
- Supported domestic and international outside sales representatives.
- Broke sales record for signature product.

PRINT MEDIA MANAGER

Sears Holdings Corp. | Hoffman Estates, IL | 2001 – 2008

- Wrote and designed monthly training newsletter read by 10,000 appliance repair technicians.
- Served as production crew member for training videos.
- Created e-learning courses and websites.

WRITER/EDITOR

H&S Media, Inc. | Bannockburn, IL | 1999 – 2001

- Wrote and edited articles for a number of consumer magazines.
- Created budgets, paginations and production schedules.
- Hired and managed freelance writers and photographers.