

MOLLIE WALKER

DIGITAL MARKETING / VIDEOGRAPHER / PHOTOGRAPHER

EXPERIENCE

DIGITAL MARKETING ASSISTANT MANAGER

Knoxville TVA Employees Credit Union

May 2021 - Present

Develop and manage digital marketing campaigns across multiple channels to maximize SEO. Lead the digital marketing team to create and optimize content for website, mobile, email, social media, and in-house digital displays.

Collaborate with Marketing VP to create digital marketing strategies aligning with the Credit Union's overall goals.

Design, implement, and manage launch of newly created website.

Conduct research of user experience and market trends across diverse platforms and audiences and make necessary changes to marketing strategy.

Review and evaluate new technologies and techniques for possible integration into new marketing strategies.

Improved page content, keyword relevancy, and branding for search engine optimization.

Create paid and organic content on Instagram and Facebook.

Manage account and track content performance using social media marketing tools, including Google Analytics and SproutSocial.

Responsible for creating, producing, directing, and editing original video content using a variety of gear to fulfill project needs.

Use two-light and three-light setup to capture interviews and b-roll footage for promotional, tutorials, testimonials, and VLOG style videos.

Train and oversee staff performance ensuring goals of the department are met through monthly touch bases with each employee.

Supervise, train, and motivate employees to drive marketing strategy.

Oversee Digital Marketing Team ensuring results align with Credit Union's overall goals.

SENIOR DIGITAL MARKETING SPECIALIST

Knoxville TVA Employees Credit Union

May 2017 - October 2021

Manage social media planning, execution of marketing strategies, and community involvement, increasing fan base by over 8% in the first year.

Design, create, and maintain a favorable social media presence through compelling copy and creative (Facebook, Instagram, Twitter, YouTube, TikTok).

SOCIAL MEDIA SPECIALIST

Knoxville TVA Employees Credit Union

May 2016 - May 2017

Manage social media planning, execution of marketing strategies, and community involvement, increasing fan base by over 8% in the first year.

Design, create, and maintain a favorable social media presence through compelling copy and creative (Facebook, Instagram, Twitter, YouTube).

Create paid and organic content on Instagram and Facebook.

Engage with social media users to grow collective social following.

Track competitor content and social presence

Create paid and organic content on Instagram and Facebook.

Regularly engage with social media community to increase awareness of brand, products, and services while also strengthening member relationships (Facebook, Instagram, Twitter).

EMPLOYMENT

May 2016 - Present | MSR | Marketing Specialist | Assistant Digital Marketing Specialist | KTVAECU®

September 2017 - Present | Videographer and Editor | Bellavision Videography

May 2010 - Present | Photographer | Mollie Walker Photography

July 2013 - April 2016 | Member/ Loan Advisor/Assistant Branch Manager | Fortera Credit Union

June 2010 - June 2013 | Executive Assistant | Customer Service Manager | Dillard's

July 2012 - June 2013 | Sales Associate | The Walking Company

2004-2006 | Assistant Manager | Timeless Designs

EDUCATION

ECornell University

Digital Marketing Certificate (2021)

Liberty University

Masters in Executive Leadership (2015-2017)

University of Tennessee

Bachelor of Arts with Media Concentration (2005-2010)

Minor in Psychology (2005-2010)

SKILLS

Adobe Creative Suite (Premiere Pro, Illustrator Photoshop, Lightroom, After Effects, InDesign, Rush)

Final Cut Pro

Microsoft Office Suite (Word, PowerPoint, Excel,

Outlook/Teams)

Social Media Platforms

Buffer

Canva

CONTACT

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To learn more about me and view my portfolio please visit:

molliewalker.com

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