

Molly Sayers

Marketing Manager

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LINKEDIN <https://www.linkedin.com/in/mollysayers/>

Toronto-based Marketing Manager and Designer with a passion for creating impactful, strategy-driven campaigns that blend digital marketing, graphic design, and storytelling. With a background spanning sales, art direction, web development, and photo/video production, I bring a creative-meets-analytical approach to every project. From multi-platform ad campaigns to brand identities and lead-generating websites, I help businesses connect with their audience and drive real results.

Experience

Marketing Manager | July 2019 - Present

Amacon, 601-1 Yonge St., Toronto, ON

416.369.9069

- Currently overseeing a marketing team comprised of 4-5 direct reports
- Supervising all print and digital marketing initiatives for a multi-billion dollar real estate portfolio spanning the Greater Toronto Area, Vancouver, and Denver, Colorado
- Secured new business clients such as Wentworth Hospitality Group and the Loden Hotel
- Orchestrated 7-figure campaigns encompassing print and digital platforms, incorporating strategies like email marketing, Google and Meta ads
- Instrumental in driving multi-million dollar revenues through effective lead generation and expansive marketing endeavors

Art Director | October 2018 - July 2019

NFA Inc., 50 Caroll St., Toronto, ON

416.947.8584

- Oversee social media marketing, print and digital advertising, branding, and email marketing campaigns for diverse clients such as Qvestrade, J.P. Wisser, GE, Little Caesars, Mattamy Homes, Sunnybrook Hospital, and MLSE.
- Crafted and executed website designs on platforms like WordPress, Wix, and SquareSpace for prominent clients like Stackt Marketplace, Qvestrade, and RioCan.

Designer | May 2016 - October 2018

Spinrite Inc., 219 Dufferin St., Toronto, ON

416.782.2969

- Developed graphics, web content, and social media campaigns for a substantial audience (500K+ followers) across diverse platforms such as Facebook, Instagram, YouTube, Pinterest, blogs, and Yarnspirations.com.
- Executed email marketing strategies, designed signage, and conducted product photography for prominent retailers like Walmart, Michaels, and Joann.
- Produced, edited, and enhanced videos with After Effects to maintain a dynamic and engaging visual presence.

Freelance / Owner | December 2014 - Present

MLSY Design Inc., Toronto, ON

226.237.0702

- Collaborated with multiple clients from the United States and Canada, such as the City of Toronto, Noble Biomaterials, and A & E Construction Supply, overseeing sales and marketing initiatives that resulted in substantial year-over-year revenue growth.
- Spearheaded the design and implementation of branding, website development, social media campaigns, and strategic planning for clients across diverse sectors including fintech, pharmaceuticals, real estate, food and beverage, and education.

Hard Skills

- Microsoft Office Suite
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects, Premiere Pro, Audition, Lightroom) Google Ads + Analytics certifications
- Meta Business Suite
- CRM management (MailChimp, Hootsuite, Hubspot)
- UI / UX / website programming and development (WordPress, Wix, SquareSpace)
- Professional photography and video editing
- French conversational

Soft Skills

- Communication
- Organization
- Teamwork
- Problem-solving
- Critical thinking
- Adaptability
- Conflict resolution
- Time management
- Leadership
- Creativity

Education

OCAD University | 2014-2018

Advertising + Design (BDes)

Western University | 2012-2014

Biological and Medical Sciences (BMSc)