

Molly Welsh

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EDUCATION

- Fort Hays State University, Hays, KS** **2019 - 2022**
Master of Science in Education
- University of Kansas, Lawrence, KS** **2013 - 2017**
Bachelor of General Studies in Film and Media Studies
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EXPERIENCE

- GastingerWalker&, Kansas City, MO** **2023 - Present**
Marketing Manager
- Design and manage branding for a unified marketing strategy, including digital media content, social media posts, graphic designs, short-form team videos, and coordinating or managing photography sessions
 - Oversee Fee Proposal responses by collaborating with architects and designers, assessing client requirements, and using Adobe InDesign to create clear, appealing formats
 - Update firm and team information by scheduling head shots, requesting resume updates, adding website content, and refreshing firm and project sheets
 - Provide weekly newsletters and marketing updates, including social media overviews, job openings, press releases, employee recognition, and firm anniversaries and birthdays
- Basehor-Linwood School District USD 458, Basehor, KS** **2019 - 2023**
Digital Media Teacher
- Develop and teach innovative online and in-person lessons about Video Production and Graphic Design that align with industry standards as well as fulfill state curriculum requirements
 - Task students with appropriately challenging assignments and provide constructive guidance, helping them develop technical skills and academic responsibility
 - Facilitate student involvement by producing videos and graphics for school activities
 - Foster positive relationships with students through engaging content and conversations
- Kansas City Royals, Kansas City, MO** **2014 - 2018**
Freelancer (2014 -2017) and Video Production Assistant (2018)
- Made motion graphics used for Royals segments that aired on Crown Vision (main video display board) and LED ribbon boards throughout the stadium
 - Shot and edited videos for Fox Sports Kansas City, Royals Marketing, as well as Event Presentation and Production segments
 - Operated stadium cameras, scoreboard control positions, assembled and inputted B-roll as well as Scoreboard Messages for Royals segments, and fulfilled duties on set, such as director, camera operator, gaffer, and audio technician
- University of Kansas, Lawrence, KS** **2015 - 2017**
Student Employee: Marketing Communications (2016 -2017)
- Created and led multiple social media videos used promotionally for the University of Kansas
 - Collaborated on set design, video framing, and location shooting in classrooms and on campus for short-form video projects
 - Utilized a range of camera, lighting, and sound equipment as well as editing software
- Student Employee: School of Journalism, Media Lab Assistant (2015-2017)
- Managed film studio inventory and released equipment to students and faculty
 - Helped students troubleshoot and learn sound and editing software, specifically Adobe Premiere and Adobe Audition
 - Taught classes covering Adobe Premiere to journalism students
- Australian Baseball League, Sydney, AU** **Summer 2016**
Internship: Marketing Communications
- Worked on all stages of production for the 2016 Baseball New South Wales commercial with Fox Sports AU
 - Assisted in media distribution and event management, specifically for the 2016 U.S. Embassy Fourth of July Party
 - Designed graphics for event invitations, player promotion, and baseball leagues across Australia
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CORE COMPETENCIES

- Proficient in Adobe Creative Cloud applications such as InDesign, Premiere, Photoshop, and Acrobat as well as various Google and Microsoft applications
 - Adaptable mentality in environments to create a positive impact in the given workspace
 - Qualified and confident working with high-profile talent; notably, Major League Baseball players
 - Efficient in all stages of video production, including concept development, storyboarding and visioning, content creation, revision, and final publication and distribution
 - Detail-oriented with strong communication patterns when working under tight deadlines
 - Certified and trained in team leading as well as providing direction while simultaneously keeping a collaborative atmosphere
 - Experience using Mac, Windows, and other operating systems with an eagerness to learn more
 - Ability to read music and play percussion instruments
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AWARDS AND HONORS

- 2023: Special Recognition Award from GastingerWalker& firm Partners
 - 2020: Kansas Horizon Award nominee. The mission of this award program is to "recognize exemplary first-year teachers who perform in a way that distinguishes them as outstanding."
 - 2019: October Educator of the Month
 - 2019: Teacher Incentive Grant Award recipient
 - 2019: One of eight speakers invited by the University of Kansas Education Department to speak with students majoring in Education
 - 2017: Keynote speaker for a Family, Career and Community Leaders of America (FCCLA) conference
 - 2017: Best Documentary Award winner at the University of Kansas' Tensies Film Festival
 - 2017: Host of the University of Kansas' Tensies Film Festival
 - 2017: One of ten Film and Media Studies students chosen to represent the University of Kansas Film and Media Studies department on the Hollywood Hawks academic career week trip in Los Angeles
 - 2017: Student Representative Speaker at the Film and Media Studies Board Panel meeting
 - 2016: Film and Media Studies Scholarship Grant recipient
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ADDITIONAL ENGAGEMENT

GastingerWalker& 2024
Diversity, Equity, and Inclusion Committee Co-Starter and Member

Harvesters Community Kitchen 2024
GastingerWalker& Photographer, Videographer, and Volunteer

Basehor-Linwood High School 2021 - 2023

- Boys Soccer Junior Varsity Head Coach
- Girls Soccer Junior Varsity Head Coach
- Powerlifting Assistant Coach
- Summer Weightlifting Program Assistant Coach
- Student Council Faculty Advisor
- Innovation Academy Curriculum Creator and Sponsor
- Athlete Media Day Coordinator
- Digital Media Field Day at the University of Kansas Director and Supervisor

Volunteer Speaking Opportunities 2022 - Present

- Bishop Ward High School: Senior Career Seminar Class Speaker
- Tonganoxie High School: Senior Interview Advisor
- Tonganoxie High School: Career Day Speaker

Video Editor Volunteer Spring 2020
Produced highlight videos for senior athletes who missed their final season due to Covid-19