

# MOLLY M. KALAN

37 Clarendon Ave. Somerville, MA 02144  
(609) 731-9440  
molly.kalan@gmail.com  
[www.mollykalan.com](http://www.mollykalan.com)

## EXPERIENCE

### **Assistant Director of Marketing & Communications, Samuels & Associates**

*Boston, Massachusetts - January 2018 - present*

*Previous position: Marketing Activations & PR Manager*

- Manage corporate communications strategy with a focus on key development projects and corporate profile.
- Own and execute strategic events/activation plans to drive awareness, traffic and revenue across portfolio.
- Develop strategy and manage media relations objectives, including oversight of external agencies.
- Key projects: Launch of The Green at 401 Park; creation of The Fenway Friday event series; corporate website refresh.

### **Senior Account Executive, InkHouse Media + Marketing**

*Waltham, Massachusetts - October 2013 to December 2017*

*Previous positions: Account Executive; Assistant Account Executive; Account Coordinator*

- Manage media relations for design, real estate, architecture, development, higher ed and technology clients.
- Draft and execute quarterly plans and campaigns; write press releases, bylines, blog posts, and social content.
- Conduct communications audits and develop strategic messaging.
- Train, manage, and mentor junior staff; member of internal podcast production team and diversity committee.

### **Instructional Associate, S.I. Newhouse School of Communications, Syracuse University**

*Syracuse, New York - August 2011 to May 2013*

- Conducted two lab sections for undergraduate multimedia storytelling course over four consecutive semesters.
- Instructed students in Final Cut, Photoshop, videography, and multimedia production techniques.
- Assisted professors in class and with grading coursework; prepared and presented guest lectures.

## EDUCATION

### **Master of Arts in Media Studies, 2013**

*S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, New York*

- Thesis titled "Expressions of Grief on Facebook: Navigating Discomfort, Persistent Identity, and Public Memorialization."
- Research findings presented at multiple conferences and published in special issue of *Interface* journal.
- Newhouse Student Representative of Graduate Program Committee; Awards Committee.

### **Bachelor of Arts in Communication, Cum Laude, 2011**

*Villanova University, Villanova, Pennsylvania*

- Concentrations in Media Studies and Media Production; Minor in Peace & Justice Studies.
- Accepted to communication dept. study abroad program: Rhetoric & Performance in Ancient Greece (Summer 2009).
- Winner of Student Leadership Award; Pi Beta Phi Friendship Fund Scholarship Recipient.

## ACTIVITIES & SERVICE

### **Committee Member, NAIOP Massachusetts**

*Marketing and Membership Committee, 2018-present*

### **Advisor to VP of Communications, Pi Beta Phi Fraternity for Women**

*MA Gamma Chapter, Massachusetts Institute of Technology, 2014-2019*

- Previously: Vice President of Philanthropy Advisor; Transition Officer Advisor.

### **Executive Board Member, 89.1 WXVU Villanova Radio**

*Villanova, Pennsylvania - 2008 to 2011*

- Acted as Program Director, 2010-2011; Training Director, 2009-2010; Underwriting Director, 2008-2009
- Maintained program content, supervised air personnel, and initiated disciplinary actions; hosted weekly 90-minute show.