

# Molly McGuigan

Farmington, Connecticut

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## Education

**University of Connecticut** - May, 2023

**Bachelor of Arts, Communication** | Summa Cum Laude | Minors: English & Political Science

- University Honors Scholar & University Honors Laureate
- GPA: 3.99 / 4.0 | Deans' List for all semesters | Babbidge Scholar
- Martin Horn Communication Scholarship Award Recipient (May 2023)
- Honors Thesis: "Beyond the Bechdel: Representation of Women in Popular and Critically Acclaimed Films" (content analysis research, data visualization, academic writing, & presenting)

## Experience

**Us Weekly** - New York, NY

**Editorial Assistant** | September 2023 - present

- Write evergreen and timely news articles for both the digital site and the print magazine
- Update entity pages of television shows and celebrities on WordPress for the digital site
- Assist print and digital teams with pitching, copywriting, and research when needed

**Her Campus Media** - Boston, MA

**Community Content Strategy Fellow** | February 2023 - May 2023

- Tracked editorial and social content of Her Campus chapters at 63 universities worldwide, analyzing trends and regularly providing feedback to chapter leaders
- Collaborated with four other fellows to streamline Her Campus content pitches, feedback, and workflows, facilitating communication between the national brand and individual chapters

**President and Editor-in-Chief: Her Campus at UConn** | May 2022 - May 2023

- Managed a 100-person team of writers, including a 12-person executive board
- Edited up to 20 articles weekly according to AP style
- Ran weekly full-chapter meetings, including organizing bonding events, article pitches and assignments, and various activities and guest speakers week-to-week
- Spearheaded editorial and social campaigns with major brands (Estée Lauder, Prada, Fenty Beauty, Sun Bum)

**Contributing Writer: Her Campus at UConn** | August 2019 - May 2023

- Researched, wrote, and edited over 30 articles for national online publication on a variety of topics including entertainment, current events, politics, music, style, and local interest

**Cigna** - Bloomfield, CT

**Communications Leadership Development Program Intern** | May 2021 - August 2022

- Supported internal and external communications teams in writing Newsroom articles, copywriting, conducting interviews, tracking media inquiries, and proactive pitches

**UConn Honors Programming & Events Office** - Storrs, CT

**Student Administrative Assistant** | January 2020 - September 2022

## Skills

**Technology:** Proficient in WordPress, Microsoft Office, and Google Suite | SEO optimization

**Social Media:** LinkedIn, Facebook, Instagram, Snapchat, Twitter, TikTok, Pinterest, HootSuite, Meta

**Design:** Digital Design in Photoshop, Lightroom, and Canva