

Molly Hubert

Passionate and innovative creative who can take your brand to the next level through data-driven strategy, cross-functional collaboration, and dynamic leadership.

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EXPERIENCE

Tally — Associate Creative Director

January 2021 - Present

Managed a team of 3 designers and copywriters, responsible for paid, organic, and product content.

- Wrote and assisted in producing top-performing TV spots with lowest CPO in brand history.
- Worked closely with marketing and product leadership to define, organize, and effectively market the suite of Tally's product offering.
- Partnered with illustration to establish Tally's brand identity, voice, and tone.
- Wrote, coordinated, and maintained brand identity guides, overseeing integration into marketing channels.
- Generated editorial content calendar, working with organic growth leaders to find ways to integrate consistent and cohesive content into their channels.
- Worked closely with external vendors to ensure brand consistency through partnership deals.

Wayfair — Senior Copy Manager

October 2015 - January 2021

Lead writer of exclusive brand strategy and omni-channel campaign messaging.

- Lead campaign strategy for broadcast, print, email, paid, organic, and experiential activations
- Developed campaign toolkits, and onboarded a team of 75+ creatives for execution across marketing channels
- Concepted and executed Wayfair's most successful omni-channel campaign, increasing TV direct response by 20%.
- Streamlined exclusive branding process, and expanded scope to a global approach.
- Branded Kelly Clarkson Home, the highest revenue-driving exclusive brand to date. Increased site visits by +115%.
- Increased Instagram following from 300k to 1.6 million. Concepted UGC campaigns that increased brand awareness and conversion by 15%.

SKILLS

Branding and Identity
Campaign Development
Creative Strategy
Leadership
Copywriting

Extras

DEI board member at Wayfair, with success at increasing diversity in candidate recruitment by 40%.

Head of Wayfair's co-op recruiting for North America marketing, building relationships with colleges and universities across the country.

Certified in Emerge Management

Education

Suffolk University, BFA in Journalism

- Branded pop-up stores across the country and corresponding truck wraps.

Freelance Writer

January 2017 - Present

Writer and creative consultant for a variety of brands across several industries. Recent clients include:

- Haven Well Within
- Wayfair physical retail store
- Kuhl