



**graphic design & copywriting**

## contact

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## education

### Bachelor of Fine Arts

MICA

Photography

August 2008 – June 2012

### Master of Arts

SCAD

Graphic Design (GDVX)

January 2020 – May 2023

## skills

- Adobe Creative Suite
- Figma
- Canva
- Google Workspace
- Microsoft 365
- Flexi
- CorelDRAW
- Mailchimp
- Constant Contact
- Klaviyo
- Shopify
- Wordpress
- ProCreate
- Creative Problem-Solving
- Collaboration
- Project Management
- Branding
- Production Art
- Print Production
- Logo Design
- Package Design
- UX Design
- Advertising Design
- Social Media Marketing
- Copywriting–  
Creative, Ad, SEO
- Search Engine  
Optimization
- Product Photography
- Portrait Photography
- Photo Editing
- Audience Research

## experience

### Weezie

#### Graphic Design Intern

May 2023–Present

- Working closely with Creative Director and Senior Graphic Designer to produce graphics for print and web, adhering to established brand guidelines.
- Utilizing Figma, Canva, and Adobe Illustrator daily to generate creative graphic solutions for social media advertisements and marketing emails.
- Product photo editing and retouching as needed.
- Occasional copywriting tasks as needed, including ad copy, social media copy, and blogs for search engine optimization.

### Rock City Digital

#### Copywriter

November 2021–Present

- Working on a contract basis to create content and web copy for search engine optimization.
- Handling SEO for 13-15 clients monthly. Requires monthly audience and product research, effective client communication, time management, strong writing skills, and knowledge of SEO strategy.
- Writing web copy for clients of all industries, adopting brand voice for each context.

### Freelance Graphic Design + Copywriting

January 2010–Present

- Developed a visual brand for a nationally-recognized musician. Created apparel, pins, stickers, and an LP cover. Ran large-scale web store, handling a high volume of merchandise sales. Sourced vendors for all production, bringing in five figures in sales within six months.
- Designing informational signage for Bureau of Land Management projects at historical landmarks throughout the United States, adhering closely to established branding while delivering unique and eye-catching graphics.
- Worked directly with clients wishing to improve their public image, increase web traffic, or draw attention to new projects by creating strategic public relations campaigns and writing articles.

### Signs PDQ

#### Project Manager, Graphic Designer, Estimator, Copywriter

October 2018–January 2020

- Oversaw projects, from initial customer inquiry, through the quote, design and fabrication processes, to final deliverables.
- Designed logos, wayfinding sign systems, monument signs, business cards, banners, and more.
- Administrated two company websites, including copywriting for search engine optimization.