

MOLLY E. LENZ

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SKILLS SUMMARY

I am a focused marketing and event planning professional who keeps companies moving toward their goals. My specialty is assessing and reinventing streamlined processes. Intelligent, pro-active, and thoughtful, I achieve accuracy and thoroughness in whatever I do. Hire me to keep your marketing and communications plans on track, produce memorable marketing materials, ensure that your meetings and events are successful, and deliver on a wide variety of management and organizational needs.

PROFESSIONAL EXPERIENCE

AEGIS Insurance Services, Inc.

East Rutherford, NJ

Manager, Member Relations

1999 - Present

- Plan key annual client conference (more than 1,000 attendees): manage membership participation, produce marketing materials, consult with presenters to optimize content and presentation quality, coordinate graphic design and soundstage vendor deliverables, report to executive committee.
- Publish *AEGIS News* external newsletter to 3,000+ client contacts.
- Produce weekly employee newsletter to encourage collaboration between divisions.
- Create and manage content for website and intranet.
- Compose division reports for Board of Directors noting sales, new and lost accounts, business trends, new initiatives and updates on current initiatives.
- Research and write company and key executive profiles for senior staff.
- Liaison to Risk Management Advisory Committee, research and compile materials for quarterly meetings, and ensure follow-up on issues raised.
- Prepare \$12 million budget for division; monitor budget performance vs. plan.
- Recent projects include:
 - o [Webinar development](#) to stage client and broker materials in an electronic format;
 - o Collaboration with information technology partners to develop comprehensive client profiles pulling data from multiple reporting systems;
 - o Create and deliver multimedia presentations on new technology initiatives to client leadership;
 - o Department coordinator of record retention initiative to build and manage document storage.

Marketing & Communications Analyst

1998 - 1999

- Wrote, edited and published corporate communications and managed distribution of press releases, articles, newsletters, collateral materials. Managed graphic design and printing vendors.
- Led redesign of company website and creation of intranet from requests for proposals through development of content.
- Created new company logo and letterhead for corporate rebranding campaign to broaden marketing scope. Managed graphic design vendor to produce updated marketing materials.

Special Projects Coordinator – Underwriting Division

1996 - 1998

- Wrote, edited and published *AEGIS Notes* newsletter to 1,200+ external clients.
- Standardized wording of insurance contract phrasing to ensure consistency of intent and reduce or eliminate gaps in interpretation.
- In partnership with subject matter experts, created regular revisions of six core insurance products and more than 200 endorsements to retain competitive edge.

Senior Assistant – Legal Division

1994 - 1996

- Prepared company resolutions, Board and Committee minutes, contracts, filings and other confidential documents for the General Counsel.
- Monitored legal expenditure trends year over year to identify cost-cutting opportunities.

Lancit Media Productions, Ltd.

New York, NY

Assistant to the President/COO & Chairman/CEO

1993 - 1994

- Planned corporate events at an Emmy award-winning production company (*Reading Rainbow, The Puzzle Place*). Coordinated meetings, schedules and extensive travel arrangements.

Screen Actors Guild

New York, NY

Administrative Assistant, Theatrical/TV/Special Contracts

1991 - 1993

- Created student film contract handbook and follow-up system which increased contract compliance by more than 75%. Administered contracts between SAG and film producers.

Creative Images in Audio

Red Bank, NJ

Account Executive

1989 - 1991

- Procured new business, wrote video scripts and radio ad copy, and produced industrial videos.

WHTG AM & FM

Monmouth, Middlesex & Ocean Counties, NJ

On-Air Personality/DJ (part-time)

1987 - 1999

- Saturday morning air talent at modern rock station in 44th ranked market in nation.

Advertising Account Executive

1987 - 1989

- Acquired new accounts (including several year-round contracts). Wrote ad copy, obtained payment for advertising schedules, and trained new Account Executives.

OTHER PROFESSIONAL EXPERIENCE

City of Linden Cultural Committee

Linden, NJ

President/Volunteer

2007 - Present

- Produce a successful and profitable large-scale street festival from concept through execution, involving live entertainment, vendors, rides and activities, competitive eating events and a classic car show that attracts hundreds of vehicles and thousands of attendees.
- Develop and execute promotional campaigns for all committee events involving media coverage, online and print advertising, flyers, posters and event listings. Design and produce flyers and posters for Mayor's Challenge 5K race, farmers market, and street festival.

Community FoodBank of New Jersey

Hillside, NJ

Volunteer

2006 - Present

- Display and maintain fundraising materials at nine supermarkets. Increased contributions 32%.
- Provide on-site assistance at annual fundraising ball; lead and organize monthly volunteer group; site captain at annual turkey drive.

GNJ Record Shows and IZZY's Records & CDs

Linden, NJ

Owner of family businesses

1991 - 2006

- Produced bi-monthly trade shows: contracted event space, solicited vendors, processed contracts and managed accounts receivable and payable. Created and placed all advertising flyers, postcards, print and radio ads, press releases. Promoted events in the press, via e-mail and direct mail. Organized event set-up; on-site admissions, vendor and show management.
- Searched for and leased retail space (five locations). Hired and managed staff, payroll, billing, and accounts payable. Developed and executed marketing campaign around store logo and slogan: *The toy store for music lovers*. Designed promotional flyers, postcards, newsletters, T-shirts, print and radio ads. Wrote press releases, print, radio, and online ads, sent customer e-mails; planned and implemented in-store events.

EDUCATION

University of Illinois at Chicago - Bachelor of Arts, Media (Mass Communications)