

Molly Scafidi

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Professional Profile

Digital retailing major with a passion for learning about the diverse peoples of the world through understanding the purchasing decisions they make. Seeking an internship in eCommerce, and especially interested in learning more about building a company's brand presence on a global scale.

Education

University of North Texas	Denton, TX
Bachelor of Science	GPA: 3.9
Major: Digital Retailing	Exp Grad: May 2021

Experience

Digital Marketing & Translation Intern

Keller Williams Commercial - April 2019-August 2019

- Copywrote emails. Used both AcyMailing and eEdge to schedule and manage email campaigns.
- Analyzed the effectiveness of email campaigns and proposed strategies to increase the effectiveness.
- Led 5 teams of interns to create 5 holiday email campaigns that each targeted different languages and cultures.
- Designed social media posts. Worked with Hootsuite to schedule, manage, and analyze social media including Twitter, Facebook, Instagram, and LinkedIn.
- Worked with Joomla to rebuild webpages on a business broker's website to improve user experience.
- Led the marketing intern orientation process for the brokerage. Personally oriented 9 different interns and trained 3 different interns to give orientations.
- Helped standardize the orientation process for the brokerage's internship program. Wrote an orientation manual for future interns to utilize.
- Translated emails from English to Arabic.

Eye Clinic Volunteer

Lions Club International - November 2017-Present

- Works biweekly clinics to provide eye exams and glasses to public school children in Dallas.
- Administers eye drops, gives acuity tests, operates tonometer, matches children with frames.
- Works with children ages 5-18 and parents to keep them relaxed and happy throughout the clinic.

Nursing Home Volunteer

Brookdale Denton North - October 2018 - Present

- Visits nursing home biweekly with a group of about 10 college students.
- Plans activities for visits and actively recruits new students to visit with the group.

Languages

English - Native English speaker. English minor with a 3.9 GPA in all relevant coursework. Regularly receives A's on college reports. Teaches English to native Spanish speakers on a volunteer basis. Edits essays of multiple peers regularly.

Arabic - Intermediate level in both speaking and writing Arabic. Tutors two struggling classmates in reading and writing Arabic. Recipient of the 2019 Arabic Departmental Excellence award. Member of the Arabic Language Association. Member of the Arab Dance Group. Arabic minor with a 4.0 GPA in all relevant coursework.

