

MOLLY O'BRIEN

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PROFILE

Writer and public relations professional with a background in integrated marketing communications, visual media, social media/content creation and a passion for travel writing and copywriting.

EDITORIAL EXPERIENCE

FREELANCE WRITING

Travel & Lifestyle Freelance Writing (October 2019 - Present)

- Freelance writing for outlets including The Washington Post, Travel + Leisure, Business Insider, Fodor's Travel, Lonely Planet, Bloomberg, Laguna Beach Magazine, AZ Foothills Magazine, Diablo Magazine
- www.metropolitanmolly.com, www.adulthoodinslo.wordpress.com (**30,000+ views**)

CONTENT CREATION

MEDIA RELATIONS

Southern California Regional Rail Authority (August 2020 - Present)

- Creating content for various SCRRRA lifestyle campaigns aimed at enhancing awareness of the ridership experience on Metrolink trains
- Drafting news releases and supporting outreach to media, as necessary
- Drafting media outreach strategies for various Metrolink campaigns including but not limited to, Car Free/Bike to Work Day campaign, Loyalty Program, and Explore Campaign
- Spearheading writing responsibilities for the Explore Campaign to create articles about what to do, see and experience in Greater Los Angeles through taking a Metrolink Train
- Building partnerships with local tourism and visitors boards in the Greater Los Angeles area

EDITORIAL EXPERIENCE

ASSISTANT EDITOR

Living Lavishly Magazine (April 2020 - Present)

- Overseeing the assigning and writing of articles in Living Lavishly Magazine, a print magazine publication based in San Luis Obispo, California
- Organizing freelance writer assignments and communicating with head deputy editor and designers, for direction on completing layout and design for final publication
- Interviewing local sources for a variety of articles including news, human interest stories, profile features, and roundups

PR EXPERIENCE

ACCOUNT EXECUTIVE

NJF PR (Jan 2020 - May 2020)

- Collaboratively working on bi-coastal team to promote eight hospitality clients: Three DMO's including Visit California, Greater Palm Springs, and Visit San Jose as well as one hotel collection, The Meritage Collection (Pasea Hotel & Spa, Estancia La Jolla Hotel & Spa, Ko'a Kea Hotel & Resort, The Meritage Resort and Spa, and Vista Collina Resort)
- Writing and distributing pitches on local / national level, successfully securing coverage in a variety of mediums including broadcast, online, and print outlets such as the LA Times, Business Insider, KCBS, AFAR, Travel + Leisure, and more
- Utilizing GSuite / Zoom applications to organize meetings with journalists, and successfully executing effective communications tactics amidst COVID-19 pandemic.
- Tracking secured coverage showcasing PR efforts using KPI's including ad value, media outlet ranking, and UVM. Additionally utilized Barcelona Principles for tracking coverage value
- Utilizing crisis communication tactics such as media monitoring and continuously updated messaging strategies for all clients amidst COVID-19 pandemic

EDUCATION

BS JOURNALISM

California Polytechnic State University San Luis Obispo

- Double minor:
 - Integrated Marketing Communications
 - Spanish