

# MOLLY KEIPER

## EXPERIENCE

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### SOCIAL MEDIA INTERN

*Milwaukee Bucks*

Jun 2025 - Present

*Milwaukee, WI*

- ♦ Created multi-media content across all platforms to an audience of over 12.6 million followers
- ♦ Utilized Adobe Suite platforms, Slate, CapCut, and more to create engaging content tailored to specific platforms and audiences
- ♦ Analyzed audience engagement metrics to refine content strategies
- ♦ Collaborated with marketing team to align social campaigns with brand messaging

### CREATIVE CONTENT AND SOCIAL MEDIA INTERN

*Marquette Athletics - Men's Basketball*

Aug 2023 - Present

*Milwaukee*

- ♦ Capturing, producing, and editing live game-time content including score graphics and highlights
- ♦ Utilizing Adobe Photoshop, Premiere Pro, CapCut, InShot, and Slate to generate content for various platforms for an audience of over 200k followers
- ♦ Analyzed performance metrics of posts, adjusting strategies to improve reach and engagement rates consistently.

### DIGITAL MARKETING AND SOCIAL MEDIA INTERN

*Summerfest*

Apr 2024 - Jul 2024

*Milwaukee*

- ♦ Creating and editing engaging and unique content for Summerfest's social media pages including Instagram and TikTok
- ♦ Designed and sent informational emails about upcoming events, concerts, promotions, and packages to a subscriber list of as many as 170,000 recipients
- ♦ Filmed live content during festival weekends, highlighting various performers and sponsoring brands
- ♦ Collaborated with marketing team to ensure cohesive branding and messaging across all digital platforms

### VICEROY AND SOCIAL MEDIA MANGER

*Barstool Sports*

May 2024 - Present

*Milwaukee*

- ♦ Manage and monitor Barstool's Marquette University Chicks account through their Student Viceroy Program
- ♦ Creating original content to engage with Marquette University students on Instagram, TikTok, and Twitter
- ♦ Utilizing Adobe Photoshop, Adobe Lightroom, Canva, Capcut, and other photo/video editing platforms to create graphics and memes

### MARKETING INTERN

*Team Lammi*

May 2023 - Aug 2023

*Milwaukee*

- ♦ Worked directly with professional and collegiate athletes in event planning, brand management, and content creation for social media.
- ♦ Assisted with event planning for major charity events including Christian Yelich's Home Plate Charity Event, Donald Driver's Charity Softball Game, The Wisconsin Hall of Fame Celebrity Golf Outing, and more

## EDUCATION

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### MBA

*Marquette University*

May 2025 - Present

*Milwaukee, WI*

### BACHELOR OF ARTS: COMMUNICATIONS

*Marquette University*

Jan 2022 - May 2025

*Milwaukee, WI*

- ♦ GPA: 3.8/4.0, graduated Magna Cum Laude
- ♦ Athletic Director Dean's List
- ♦ Big East All-Academic Team

AUG 2021 - JAN 2022

*Villanova University*

*Villanova, PA*

## WORK SAMPLES

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Portfolio: [www.mollykeiperportfolio.com](http://www.mollykeiperportfolio.com), Gondola: [gondola.cc](http://gondola.cc).