

Molly Austin

Results-oriented and outgoing marketing, sales, and customer service leader. Fast-paced and forward-thinking with a passion for sharing ideas, exceeding goals, and providing exceptional service to customers and clients.

EXPERIENCE

Snapwire, (Remote) Santa Barbara, CA

Head of Marketing-November 2020 to Present

- Lead marketing strategies and campaigns for content, email, ABM, paid social, organic social, community growth and retention, SEO, and SEM.
- Designed and maintained WordPress site, ads, lookbooks, sales enablement, and gated content for B2B side and creator community
- Responsible for budget, reporting, leading meetings, and auditing lead flows, tech stack set up, and collaborating with sales, CSM/Production, engineering, and product teams
- Managed 3 employees and 2 contractors

Digital Marketing Manager-May 2020-November 2020

- Designed and migrated company website to WordPress, responsible for SEO, blog content, SEM, ad Design, and assisted marketing manager with overall marketing and content strategy.

GridSix Interactive, Fort Collins, CO

Owner/Web Strategist/Internet Marketing-February 2017-Present

- Consulting, SEO, SEM, and WordPress site design and maintenance for B2B and B2C companies
- Content marketing
- Client management and communications
- Project management
- Account coordination and billing
- Business development and proposals
- Photo editing and logo design

Keller Williams Western Montana, Missoula, MT

CEO/Team Leader-January 2016-February 2017

- Launched new market center in Missoula, including franchise application
- Managed 75 agents and staff members
- On-boarded, coached, and trained new and experienced agents, including compliance training on Montana State Real Estate forms.
- Prepared and led team business meetings
- Managed company website, social media pages, and advertising
- Lead presentations at Montana real estate licensing course
- Wrote policies and guidelines for the Missoula market center
- One of the faster KW Market Centers to launch and become profitable
- The company closed over \$86 million in real estate sales in the first 8 months and ended 2016 as #4 in market share
- Profitable 12 out of 13 months



Fort Collins, CO

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SKILLS

SEO/SEM

Design (ads, whitepapers, ebook, decks)

Content Marketing

Web Design

HTML/CSS

STRENGTHS

Attention to detail

Customer service oriented

Communication (oral/written)

Problem-solving

Project management

Training

Team player

Leadership

LICENSE & CERTIFICATIONS

Montana Real Estate

Salesperson

LIC#RRE-RBS-LIC-14955

September 2005 - Present

PROGRAMS AND SOFTWARE

WordPress

SEMrush, Ahrefs

Bannersnack

Gravity Forms

Manage WP

Clearscope

Adwords

Google Console

Google Analytics

G-Suite

Microsoft Office

Google Data Studio

Apple Pages, Numbers

Yoast, RankMath

ERA Lambros/Keller Williams Western MT, Missoula, MT

Realtor and Agent Trainer

Keller Williams - January 2016 - Present (license in referral company only since 2020)

ERA Lambros - September 2005 - January 2016

- Planned, set budget, set goals, developed marketing plan, networked, attended continuing education, seminars, and provided top customer service
- Negotiated contracts, facilitated inspections, appraisals, and closings.
- Researched pertinent property information
- Continuous verbal and written communication regarding sales agreements, financial arrangements, and instructions with title companies, clients, fellow Realtors, attorneys, loan officers, and other outside professionals
- Advised on market conditions, prices, mortgages, legal requirements, and all residential real estate related matters
- Designed, planned, and organized training for new and experienced sales associates for all seven ERA Lambros Real Estate offices and Keller Williams Western Montana. Training included legal contracts, negotiating, best practices, marketing programs, advertising, social media, the multiple listing service, Dotloop, market analysis, listing presentation, and the steps to facilitate a listing or sale from contract to close.
- Presented information using a variety of instructional techniques or formats, such as role-playing, simulations, group discussions, videos, or lectures

EDUCATION

Connole Morton Real Estate School, Missoula, MT

Montana Real Estate Licensing-September 2005

Boise State University, Boise, ID

Studied Elementary Education-September 2000 - May 2002

University of Montana Western, Dillon, MT

Studied Elementary Education-September 1999 - December 1999

PROFESSIONAL BOARDS

Missoula Organization of Realtors

Board Member-January 2014 - December 2016

Lambros Real Estate Board of Advisors

Board Member-January 2008 - December 2015

Wistia

Metadata

Slack

Trello, Monday, Click-Up

Notion

Zoom

Adobe Suite (Photoshop,

Illustrator, Fireworks, Indesign)

Affinity Design & Photo

Whimsical

Salesforce/Pardot

Hubspot

AWARDS

Keller Williams GOLD Producer

2016

ERA Circle of Achievement

2013, 2014, 2015

ERA Beyond Excellence

2011, 2012

Achievement of Excellence

2013 - awarded by colleagues to an agent who demonstrates leadership, unselfishness, loyalty and a spirit of achievement, and commitment.

Missoula's Choice Realtor Winner -

2010, 2014

Finalist - 2011, 2013

VOLUNTEER WORK

Lambros Community Foundation

President

2013-2016, Board 2002-2010

Live Missoula Committee

2013-2014

Missoula Street Jam Chair

2006-2010

ADDITIONAL COURSEWORK

HTML & CSS

UDEMY - March 2018

Bootstrap 4

UDEMY - March 2018

Google Analytics Beginner

Google Academy - Feb. 2018