

# Molly Ann Davis

**Design thinker** and communications professional with over a decade of brand agency and in-house marketing experience in client-facing roles. Specializes in storytelling, content development, key message development and naming. Interested in using human-centered research to uncover what motivates people and translating that research into emotionally engaging messages. Founder and chief storyteller at Wonsupona, a brand storytelling and naming boutique.

## Experience

### Senior Communication Strategist | MetaDesign

San Francisco, CA - Sept 2011 - present

- Develop unique brand positioning strategies, names, key messages, brand stories and voice and tone guidelines.
- Synthesize brand insights and identify emerging opportunities.
- Build strategic internal communications documents and brand guidelines to differentiate brands.
- Develop creative content for ads, videos and presentations.
- Facilitate workshops (naming, storytelling, messaging, positioning).
- Lead all of MetaDesign's internal corporate communications activities.
- Work with global offices on internal brand strategy deliverables.

### Communication Strategy Consultant | Canyon Ranch Institute

Tucson, AZ - Sept 2008 - Oct 2011

- Authored articles, white papers and reports on behalf of 17th U.S. Surgeon General Richard Carmona, MD.
- Led implementation of company website and CMS.
- Creative direction, writing and execution of marketing and communication programs and annual reports.
- Managed digital branding initiatives; developed social media strategies; oversaw social media campaigns; designed, developed and implemented e-newsletter and e-blast campaigns; analyzed data and optimized media reach and response.

### Corporate Brand Account Executive, Health Initiatives | Canyon Ranch

Tucson, AZ - Oct 2006 - Oct 2009

- Managed and executed national health initiatives and programs.
- Created and produced podcasts and commercial segments.
- Played key role in the media launch of the Canyon Ranch skin care line and 'Canyon Ranch Cooks' cookbook.
- Oversaw national events on behalf of Canyon Ranch and represented the organization at all functions.
- Researched market trends and data; identifying target markets and advertising opportunities for online, print and direct mail campaigns.

### Director of Client Services | Adrenaline Brand and Design

Atlanta, GA - Mar 2004 - Oct 2006

- Spearheaded agency pitches, meetings and presentations.
- Crafted names, messaging and taglines for clients.
- Developed marketing plans, proposals and RFP responses.
- Negotiated and purchased all marketing media; managed project billing for all jobs; directed relationships with outside vendors.

### Communication Coordinator | Athens Regional Medical Center Mind Body Institute

Athens, GA - Aug 2002 - Sept 2003

- Developed and implemented 30+ community health programs.
- Maintained company website.
- Created department training guide and facilitator manual.

## Education

University of Georgia, Athens, GA

BA, Speech Communications, May 2003

John F. Kennedy University, Berkeley, CA

MA, Consciousness Studies, December 2014

Coursework in transpersonal and integral psychologies, qualitative research, organizational behavior and neurophilosophy. This degree provides a framework for understanding human behavior, the nature of intelligence and insight - key elements in understanding how to effectively resonate with people in terms of naming and branding.

## Additional Coursework & Training

Toastmasters; Duarte Design visual storytelling and design workshops; Coursera & Kahn Academy classes on word craft and branding.

## Clients

23andMe, Canyon Ranch, Center for Digital Health Innovation, Cleveland Clinic, Credit Suisse, Daiichi Sankyo, Dreamhost, Earth Friendly Products, Ecos, Elekta, Expedia, FSE Energy, Fuze, Highway1, Jupiter Solutions, Leadership Management International, Loylogic, MyFitnessPal, Paradise Casinos, PCH International, Portland Northwest College of Art, Sigma Aldrich, Sonova, SunPower, Surf Air

## Industries

Digital health and wellness, sustainable, luxury hospitality, nonprofit, brand agencies, organizational and leadership development, financial institutions, pharmaceutical, universities, accelerators

## Software

MS & Mac OS, Word, Excel, InDesign, Acrobat, Outlook, PowerPoint, Drupal, Joomla, WordPress, AdWords, Google Analytics

## Passions

Storytelling, innovation, communication design, health and wellness, behavior change, cooking, meditation

## Say Hello

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**Portfolio at:** [www.wonsupona.com](http://www.wonsupona.com)