

# Molly Elizabeth Needelman

## EDUCATION

### INAUGURAL CLASS, MBA/MA IN DESIGN LEADERSHIP

#### CLIENTS INCLUDE:

CHESAPEAKE REGION OF THE AMERICAN  
RED CROSS | BALTIMORE CITY HEALTH  
DEPARTMENT | DAP

#### Johns Hopkins University

MBA, Candidate, March 2014  
Carey Business School

#### Maryland Institute College of Art (MICA)

MA Design Leadership, Candidate, March 2014

#### Washington University in St. Louis

BFA Visual Communications, 2008  
Sam Fox School of Design & Visual Arts

## WORK EXPERIENCE

#### CLIENTS INCLUDE:

BELDEN | CHILDREN'S MIRACLE NETWORK  
HOSPITALS | DESIGN#CODE | DUTCH  
MINISTRY OF SECURITY & JUSTICE |  
HONDA | KNOWTIFY | NOLEJ |  
PAUL BUSSMANN, LLC | ROSEMORE  
EYE CARE | STANDING PARTNERSHIP |  
ST. JOSEPH'S HEALTH SYSTEMS |  
THE TREMENDOUSNESS COLLECTIVE

#### Various Organizations

*Independent Consultant, 2008 – present*  
Design services, businesses, processes, brands,  
& experiences. Visualize organizational strategy,  
information, & communications. Facilitate  
workshops to inspire creativity & innovation.  
Focus on empathetic, human-centered practices.

#### Planned Parenthood

*Marketing & Communications Officer, 2011 – 2012*  
Designed & implemented an annual integrated  
marketing plan. Identified ways to increase  
coverage without increasing budget. Created  
patient-centered digital, radio, & print campaigns.

- » 150% increase in phone-center calls
- » 352% increase in Google grant impressions
- » 432% increase in Google grant clicks
- » 140% increase in website hits
- » 127% increase in unique website visitors

#### Kendeo (formerly Trainiac)

*Communication Designer, 2009 – 2011*  
Sole designer for U.S. office of South African  
corporate training firm. Facilitated game-like  
content gathering sessions. Created engaging  
corporate training materials & experiences.  
Built kits for off-the-shelf & custom training.

- » Based training on Bloom's taxonomy &  
Kirkpatrick's levels of learning evaluation

#### XPLANE | Better Business, Designed

*Design Intern, 2008 – 2009*  
Clarified complex industry-specific business  
concepts. Worked in a visual format to accelerate  
understanding & alignment. Created solutions  
with clients to build support from the beginning.

- » Visualized organizational processes, visions,  
& ecosystems

#### CLIENTS INCLUDE:

ASCENSION HEALTH INFORMATION  
SERVICES | THE CLEARING | ENTERPRISE  
RENT-A-CAR | HEALTHSPRING |  
US DEPARTMENT OF DEFENSE

#### CLIENTS INCLUDE:

AT&T | INTEL | MICROSOFT |  
US DEPARTMENT OF NAVAL INTELLIGENCE |  
US MARINE CORPS

## LEADERSHIP EXPERIENCE

#### Design for America, Baltimore Studio

*Co-founder, 2012 – present*  
Founded first city-wide Design for America  
studio for students to create local & social  
impact through interdisciplinary design.

- » Participated in national leadership studio
- » Partners include: FEMA, Baltimore  
VA Medical, Mayor's office of economic  
development

#### Operation Food Search

*Associate Board of Directors, 2009 – 2012*  
Planned & executed events to raise awareness  
& money for St. Louis' largest food bank.

#### St. Louis Area Dance Marathon

*Executive Board, Team Captain, 2004 – 2010*  
Planned, oversaw public relations for, &  
participated in 12-hour dance benefit for  
two St. Louis area children's hospitals.

- » Attended national Dance Marathon  
leadership summit
- » 115% increase in dancer participation
- » 204% increase in fundraising

#### Washington University in St. Louis

*Residential Advisor, 2006 – 2008*  
Provided counseling & support for 59  
undergraduate students. Planned regular floor  
events to foster a strong community.

- » Attended weekly leadership training