

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