

# MALLORY FLORY

## BRAND CONSULTANT & SOCIAL MEDIA COORDINATOR



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Pompano Beach, FL



malloryflory.com

### SKILLS

#### Workplace

- Advanced Organizational & Multi-Tasking Skills
- Expert Communication and Presentation Skills
- Self-Starter & Independent Worker
- Trained in Guest Experience & Customer Service
- Extensive Scholarly, Journalistic, & Creative Writing Experience
- Demonstrated Leadership Abilities

#### Artistic

- Professional Film & Theatrical Experience
- Familiarity with Entertainment Business Concepts Including Contracting, Budgeting, Rights, & Entrepreneurship
- Knowledge of Design Principles & Techniques
- Previous Commissions for Use on Platforms such as Apple Music
- Vocalist & Multi-Instrumentalist
- Strong Understanding of Social Media Platforms & SEO

#### Computer & Software

- Microsoft 365: Word, PowerPoint, Excel, Outlook, etc.
- Asana, Slack, & Content Management Systems (CMS)
- Video Editing: Wondershare Filmora
- Music Software: Ableton Live, ProTools, Finale, & GarageBand
- Design Programs: Adobe Express, Procreate, CSP, & Canva

### LANGUAGES

**English**  
**Japanese**

Native  
N5 Proficiency

### EDUCATION

#### MASTER OF ARTS IN MUSIC EDUCATION: MUSIC STUDIES

Liberty University - Graduated in May 2024

Awarded with High Distinction (4.0 GPA)

### WORK EXPERIENCE

#### BRAND & SOCIAL MEDIA CONSULTANT

Bingham's Bourbon | AUGUST 2025 – PRESENT (Contract)

- Evaluate the efficiency of existing marketing strategies.
- Identify areas for enhancement and provide detailed guidelines for creating on-brand marketing collateral.
- Conduct thorough research of the target market and the industry landscape to help shape impactful promotional solutions and maximize brand reach on a global scale.
- Main responsibilities also include focusing on increasing brand awareness through the effective use of social media outlets.

#### SHORT-FORM CONTENT CREATOR, SCRIPT WRITER, & VIDEO HOST

Valnet Inc. | APRIL 2024 – PRESENT (Contract)

- Stay up to date with both Western and Eastern entertainment industries, media, cultures, and trends to develop engaging, fresh content.
- Pitch original, relevant stories to senior editors based on emerging trends, targeted audience, pop culture, and SEO that align with Screen Rant's brand of storytelling and creative vision.
- Review content in various phases from ideation to final product by fact-checking, formatting, linking, and image sourcing/editing.
- Display exceptional presentation/communication skills both on and off camera to deliver the latest entertainment news, in-depth media analysis, and innovative stories to a global audience.

#### FINE ARTS COORDINATOR & K-12 MUSIC, FILM, & THEATRE INSTRUCTOR

Highlands Christian Academy | AUGUST 2024 – MAY 2025 (Contract)

- Developed best-in-class creative strategies and curricula that drove educational impact, brand storytelling, and measurable engagement.
- Led strategic development across multiple channels, ensuring special projects and events aligned with broader organization objectives.
- Spearheaded dynamic brainstorming and ideation sessions to develop innovative special events, productions, and engagement growth opportunities.
- Collaborated closely with creative teams to develop ideas and ensure strategic alignment across all executions.
- Managed and oversaw creative proposals, comprehensive budgets, timelines, vendor research, conceptualization, and design of live productions and events.