

Molly Bowen

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Limerick, Ireland (able to relocate independently) | www.linkedin.com/in/mollybowen

EDUCATION

University of Limerick

Sept. 2025 – Aug. 2026

Master of Arts, Journalism and Digital Communications

Limerick, Ireland

- QCA: *In progress*; Grade A2 in Media Law
- Limerick Voice Journalist, Gold President's Volunteer Award, Joe Drennan Irish Times Competition Participant, Yoga Society Teacher, Orientation Leader, Musical Theatre Society ensemble cast member, Photography Society, Dance Society

University of Minnesota Twin Cities

Sept. 2019 – May 2023

Bachelor of Science, Nutrition and Dietetics

Minnesota, United States

- GPA: 3.68; Dean's List Spring 2020, Spring 2021, Spring 2022, Fall 2022
- Nutrition Peer Counselor, Gopher Football Nutrition Intern, Welcome Week leader, B-Team Club Volleyball starter (3 years)
-

WORK EXPERIENCE

Student Social Media Officer

Nov. 2025 – Present

University of Limerick

Limerick, Ireland

- Develop and produce social media content for the University of Limerick's official [Instagram](#) and [TikTok](#) profiles reaching 111,100 combined followers across both platforms
- Work to deadlines while maintaining a high quality of digital storytelling that supports the University's brand
- Generated 33,415 total views across the University social media channels to date

UL Global Ambassador Content Creator

Sept. 2025 – Present

University of Limerick

Limerick, Ireland

- Pitch and create multimedia content for the UL Global [Instagram](#), [TikTok](#), and [Blog](#) profiles targeted toward prospective and current international students, connecting with 20,183 followers across platforms
- Presented to a stakeholder session audience of 500+ incoming University students regarding my experience as an Ambassador
- Spoke to 50+ prospective students during a Webinar on behalf of the University of Limerick detailing my life as an American student living in Ireland
- Guided study abroad students as an Orientation Week Leader by providing mentorship and answering questions about campus life

Yearbook Editor

June 2017 – May 2019

Cannon Falls High School

Minnesota, United States

- Graphically designed all yearbook templates and themes using Jostens online software while fact-checking, copy-editing, and proofreading content
- Showcased project management and leadership through facilitating bi-weekly meetings to delegate specific roles and deadlines to committee members
- Photographed and reported on student activity to memorialize the student body's unique high school experience in the final copy

The Lantern Newspaper Social Media Editor

Sept. 2015 – May 2018

Cannon Falls High School

Minnesota, United States

- Led daily Twitter (X) social media coverage regarding student news, local news, sports, entertainment, and the arts

- Earned the SNO Audience Engagement Award by publishing social media content for 20 consecutive weekdays while maintaining a minimum website traffic and profile follower threshold
- Staff writer for the Arts & Entertainment newspaper column

PROJECTS

TV Broadcasting Social Media Manager

March 2026 – April 2026

University of Limerick

- Designed engaging graphics and promotional posts to increase awareness of the TV news broadcasting student project
- Collaborated with production and editorial teams to ensure content accurately reflected the project's branding
- Created 23 posts in one month, attracting 28,441 total post views, 772 likes, and a 94.32% increase in total followers
- Constructed a [social media content rota](#) to plan and maintain a consistent posting schedule and content strategy throughout the project
 - The social media content I produced can be found under the “From the Flagpoles” series on the [@LimerickVoiceTVNews](#) Instagram page

Travel TikTok Page - [@molls.traveljournal](#)

Sept. 2024 – Present

- Produce short-form videos using editing software such as CapCut and Canva to document my travels and experiment with content creation strategies
- Utilize Search Engine Optimization (SEO) through the use of hashtags and captions aligned with travel content trends
- Reached 88,661 total post views and 10,800 likes thus far

Personal Travel Blog - [Moll on the Move](#)

May 2023 – Present

- Designed a blog using Content Management Systems (CMS) on Wix to document my solo travels through writing, editing, and photography
- Manage SEO settings and email marketing campaigns to increase site traffic
- Configured a Domain Name System (DNS) and managed domain forwarding between sites
- Enhance posts with links, images, tags, embeds, and photo galleries