

Hello,

I would like to introduce myself. My name is Greg Molda, a recent MBA graduate with micro credentials in digital marketing, data analytics and strategic business. Achieving my MBA has been a life goal of mine, and I am thrilled to be starting my career.

Having recently completed my second part-time, paid internship working as a marketing specialist for International Code Council (ICC), I am passionately seeking an opportunity with an organization where I can continue to be challenged and grow professionally, while contributing to the success of the organization.

I'm a team player and leader who encourages inclusion, creativity, and innovation. Helping people and giving back to the community by volunteering my time as my schedule allows has always been a passion of mine.

I would like to thank you for your time and consideration for a position in your organizations within the marketing and sales area.

Sincerely,

Gregory Molda, MBA
708-261-5473

Greg.molda23@gmail.com
<https://www.linkedin.com/in/gregory-molda>

Gregory S. Molda, MBA

MBA, Digital Marketing, Data Analytics and Strategic Business Micro Credentials

greg.molda23@gmail.com

<https://www.linkedin.com/in/gregory-molda>

708-261-5473



Summary

MBA graduate with internship experience in the sales and marketing areas. Working knowledge with inside and outside sales activities utilizing Dynamics CRM and HubSpot. Facilitated marketing and communication campaigns utilizing HubSpot. Worked with social media marketing and analytics. Creative, critical thinker who is proficient in using multiple tools and systems with ability to multi-task.

Experience

Marketing Specialist

International Code Council

Country Club Hills, IL

June 2022 – Aug 2023

Provides the information, tools, and resources that members rely on, building safety professionals turn to.

- Developed HubSpot CRM marketing communication campaigns including emails, landing pages, and contact data sets.
- Led a cold call campaign to offer previous ICC conference booth holders a spot in the upcoming annual conferences.
- Developed content for sales flyers and web pages on company websites via WordPress.
- Assisted with the QA process during the launch of a redesigned company website.
- Weekly content development and posting to Facebook and LinkedIn.

Sales and Marketing Specialist

I Save on Local Stuff

Orland Park, IL

April 2020 – April 2022

Provides digital marketing services to small business.

- Assisted with the development of sales presentations.
- Worked with sales team utilizing Dynamics CRM to manage inside and outside sales related activities.
- Experience with creating and managing Dynamics CRM data including leads, opportunities, account, contact, quotes, sales orders, and invoices.
- Utilized custom web apps to setup customers website

Education

Lewis University

MBA

2024

Micro credentials in Digital Marketing, Business Analytics and Strategic Business

Lewis University

Bachelor of Science
Marketing

2023

Skills

People Skills

- Critical Thinker
- Good Listener
- Great Communicator
- Good Presenter
- Team player who works well independently

Technical Skills

- Microsoft Office
- Dynamics 365 CRM
- HubSpot CRM
- WordPress
- Capturing and editing of drone and 360 camera footage using Sony Vegas
- Social media marketing
- Certification STUKENT Digital Marketing Analytics Simternship
- Certification Google Analytics

Achievements

- Member of Delta Sigma Pi Zeta Xi Business Fraternity
- Member of National Honors Society
- Member of Phi Theta Kappa Honors Society
- Member of Lewis University Investment Club
- Alpha Member of TradingExperts.org
- Social media presence with over 6K followers (@Tropic.1LE)

Gregory Molda, MBA



Email: **greg.molda23@gmail.com**

Cell: **708-261-5473**

Skills I excel in:

- Critical Thinking
- Communications
- Presentations
- Negotiations
- Data analytics
- Competitive Activities
- Team building
- Brainstorming
- Microsoft Office
- Dynamics 365 CRM
- Hub Spot CRM

Education: **MBA, 2024**

Major(s): **Marketing and Analytics**

Minor(s): **Business**

Geographically, where are you interested in getting a job? **West / Southwest suburbs of Chicago**

Interest in relocation (yes/no) if yes, where? **Yes. Midwest, Southeast / Southwest region of U.S.**

About me (hobbies and interests)

I would best describe myself as an outgoing individual. Growing up mostly as an introvert, I changed myself into an extrovert through a variety of ways; these include class presentations, making friends with strangers, and growing my social marketing levels. Having the experience in both, I can work independently or in teams at a very efficient rate. Having experience in both the classroom and the real world, I can also successfully lead a team as well as follow a leader.

From the ages of 15-19, I worked as a Baseball Umpire for the Orland Park Youth Association, as well as the Tinley Park's. This is where I was trusted to lead and manage travel games. Having played travel and competitive baseball my whole life, it was something I thoroughly enjoyed being a part of. As an Umpire, I developed a strong skill set in management of time and people, responsibility, a professional business persona, and how to deal with an enraged customer. Fans and coaches of all ages continuously became upset at the smallest game calls, and I had to learn how to handle situations.

Before transferring to Lewis, I attended Moraine Valley Community College and held an internship with a Digital Marketing startup business called I Save on Local Stuff (ISoLS). Here, I managed CRM lead and customer databases, setup and configured customer websites as well as assisted with inside / outside sales.

In my spare time, I enjoy exercise, reading, and learning all the different marketing and sales business tactics. Other interesting information about me:

- I have a rescue dog named Kali who is two years old.
- I have been actively learning and investing in the stock market for over 3 years now.
- I am intrigued with cars and continuously learn about the future of the automotive industry.
- I enjoy attending and participating in car shows while marketing my car on Instagram @Tropic.1LE



July 20, 2023

To Whom It May Concern,

I am writing to recommend Gregory Molda for a position within your organization. Gregory has been associated with our company for over a year. He was hired as a summer of 2022 Marketing Intern and because of his hard work and ability, he was asked to stay beyond the summer.

Gregory has been a dedicated and committed employee of our company who has always been responsive toward his duties, no matter how daunting or menial. He is always up and ready for new challenges and works hard towards contributing to the success of the organization.

He has worked particularly within our CRM (HubSpot) by managing contact data, creating lists, developing email campaigns, and managing social media posts. His attention to detail was key in this role. We greatly benefited from his personable and professional demeanor by putting him on the phone to call potential sponsors and sales leads.

I feel wherever he is, he will be an asset that is eager to learn and develop his skill. In case you have any questions, please feel free to get in touch with me at shomolka@iccsafe.org.

Sincerely,

Shannon Homolka

Shannon Homolka, MBA
Vice President, Marketing
International Code Council