

CREATIVE BRIEF

objective

The objective of this assignment was to create a cohesive brand suite and supporting components that represent my personal brand to my audience.

target audience

My target audience for this project is potential employers. I am focusing on employers who want creative, professional, and reliable candidates who bring a youthful side to the workplace.

logo

When designing my own personal logo I knew I wanted something simple but also fun. I have loved monograms since a young age and wanted to incorporate that aspect. I love the simplicity of the m and w and wanted to break them apart by adding my middle initial, c. I wanted my logo to be a representation of “what you see is what you get,” which is simply me and my monogram. I added the two-layer square as a clean way of making the monogram pop.

colors

I chose two colors that I not only love, but that I try to embody the meaning of. Red is a color associated with passion and courage. It is bold and stands out. Pink represents nurture and passion as well. Both colors together are the symbol of love. I try to live each day by loving others as Christ loves us. By having a logo that symbolizes love, I know it will remind me of this daily.

font

I chose the three fonts because they represent three ways I typically do my handwriting. I love to write in calligraphy and cursive so that is why I chose “Above the Beyond Script.” I typically write headings on my papers in all capital letters so it led me to pick “Acumin Variable Concept.” Last, “Playfair Display” was chosen because it is an easy-to-read font that I have loved for years.

BRANDING SUITE



MOLLY WALDING

MOLLY WALDING

colors:

C=0
M=23
Y=9
K=0

C=0
M=0
Y=0
K=100

C=15
M=100
Y=100
K=0

C=0
M=0
Y=0
K=0

fonts:

above the beyond script

ACUMIN VARIABLE CONCEPT

playfair display

MOLLY WALDING

251-422-4390
mollywalding.com
mcw0093@auburn.edu

EDUCATION

Auburn University
Bachelor of Arts in Public Relations

Auburn, AL
May 2025

EXPERIENCE

Social Media Manager
Auburn, Alabama

Marketer

April 2022-Present

- Manage the Auburn High School Young Life Instagram page
- Create weekly graphics for club using Canva

City of Fairhope
Fairhope, Alabama

Graphic Design Intern

May 2024-August 2024

- Managed the social media accounts for the City of Fairhope
- Gathered content for graphics and reels throughout the city

LEADERSHIP

Chi Omega Sorority
Auburn University

Recruitment Chair

Nov 2023-Present

- Direct 2024 Chi Omega Recruitment for 2,000 incoming Freshman
- Oversee all recruitment positions within Chi Omega

Auburn University Student Recruiter

Auburn University

University Tour Guide

Feb 2023-Present

- Give campus tours to future Auburn University students and their families
- Host students on War Eagle Days, Admitted Students Days, and Talons Days

Auburn High School YoungLife Leader

Auburn High School

Team Leader

April 2022-Present

- Plan yearly Young Life club for high school students
- Lead weekly bible study for high school junior girls

ACTIVITIES

Auburn-Opelika YoungLife

Auburn, Alabama

Member

April 2022-Present

Chi Omega Sorority

Auburn University

Active Member

Aug 2021-Present

MOLLY WALDING

public relations

251-422-4390
mollywalding.com
mcw0093@auburn.edu

TO

JOHN SMITH

Molly Walding
251-422-4390
mcw0093@auburn.edu
200 Old Stonehouse Way Auburn, AL 36830

Dear Mr. Smith,

I am writing to express my strong interest in the Public Relations Specialist position at PR Agency X. As a senior at Auburn University majoring in Public Relations with a focus on social media marketing, I am eager to bring my skills and experiences to your team.

I would make an excellent Public Relations Specialist because my outgoing nature and creativity. My ability to engage with people fosters strong relationships, which is essential in PR, while my creative approach ensures that I can develop innovative campaigns that capture attention and resonate emotionally. I thrive in dynamic environments where collaboration and brainstorming are key, and I love turning fresh ideas into impactful communication strategies.

In my role as Social Media Manager for the Auburn High YoungLife Instagram page, I create engaging graphics for club meetings and post event recaps, which have taught me the importance of consistent posting and crafting compelling content that resonates with our audience.

Additionally, my internship as a Social Media Manager for the City of Fairhope has further enhanced my skill set. I developed and executed strategic social media campaigns that not only increased community engagement but also effectively promoted local events. This hands-on experience in content creation, audience analysis, and platform optimization has sharpened my ability to tell compelling stories while maintaining a cohesive brand voice.

I am excited about the opportunity to contribute to your organization's PR and marketing initiatives. I am confident that my skills align with the requirements of the role. Thank you for considering my application. I look forward to the possibility of interviewing with you soon.

Sincerely,
Molly Walding



Molly

MOLLY WALDING
200 OLD STONEHOUSE WAY
AUBURN, AL 36830

NAME
1234 STREET NAME
CITY, STATE ZIP CODE

insert
stamp
here

Mom

you've got happy mail!

WCV

200 Old Stonehouse Way
Auburn, AL
36830

MOLLY WALDING

so glad you are here!

251-422-4390

mollywalding.com

mcw0093@auburn.edu