

MOLLY COCHRAN

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📍 Liberty Hill, TX 78642

🔗 [Bold Profile](#)

PROFESSIONAL SUMMARY

Dynamic marketing professional with experience at Lone star State Collegiate Softball League, excelling in content creation and audience engagement. Proven ability to enhance customer satisfaction through exceptional service and effective communication. Skilled in collaboration and problem-solving, with a strong focus on achieving team goals and delivering impactful marketing strategies.

SKILLS

- Customer service
- Teamwork and collaboration
- Time management
- Problem-solving skills
- Excellent people skills
- Reliable and punctual
- Goal oriented
- Problem-solving
- Exceptional customer service
- Outgoing personality
- Verbal/written communication
- Professional demeanor

EDUCATION

Tarleton State University
Stephenville, TX • Expected in 05/2026

BBA: Marketing

- Dean's List Fall 2023
- Dean's List Spring 2024
- Dean's List Fall 2024
- President's List Spring 2025
- Awarded NFCA Academic All-American
- 3.8 Institutional GPA
- Extracurricular Activities:
Member of Tarleton State Softball Team

WORK HISTORY

Lonestar State Collegiate Softball League - Marketing/Social Media Content Intern

Georgetown, TX • 05/2025 - 08/2025

- Worked with Lone Star State Collegiate League teams to implement marketing approaches.
- Supported the content team in creating engaging posts and social media updates for increased audience engagement.
- Wrote and edited emails and marketing materials.
- Collaborated with design team to create visually appealing graphics for blog posts and social media content.
- Brainstormed and presented ideas in internal and client meetings.
- Participated in brainstorming sessions for creative ideas, leading to fresh approaches in delivering digital content.

Texas Hit Lab - Softball Coach

Leander, TX • 08/2021 - Current

- Developed strong relationships with players, fostering a supportive environment for personal growth and success.
- Enhanced team performance by implementing effective coaching strategies and personalized training plans.
- Boosted player motivation through positive reinforcement, constructive feedback, and individualized attention.
- Improved player skills by designing targeted practice drills focusing on fundamentals, techniques, and game strategy.
- Coordinated special events such as pre-season tryouts, training camps and special workshops to support team goals.
- Mentored athletes on college recruitment processes providing guidance assistance with application requirements.

Dicks Sporting Goods - Sales Associate

Cedar Park, TX • 04/2024 - 05/2024

- Engaged in friendly conversation with customer to better uncover individual needs.

- Presidential Scholarship Recipient
- Graduating 1 year early
- Extracurricular Activities: Member of SAAC
- Starting Flex Online MBA program through Texas A&M in the Fall of 2026

- Managed returns, exchanges and refunds in accordance with store policy.
- Stocked merchandise, clearly labeling items, and arranging according to size or color.
- Listened to customer needs and desires to identify and recommend optimal products.
- Helped customers locate products and checked store system for merchandise at other sites.
- Accurately processed POS transactions, returning coin, currency, payment cards, and receipts to customers.
- Organized racks and shelves to maintain store visual appeal, engage customers, and promote specific merchandise.
- Boosted customer satisfaction levels through exceptional service, addressing concerns promptly, and providing a welcoming store environment.