

# Molly Hubert

Visionary and versatile creative with over 10 years of experience leading omni-channel campaigns, experiential activations, and branded storytelling for high-growth, customer-obsessed brands.

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## EXPERIENCE

### Wayfair — Senior Copy Manager, Experiential Creative

March 2023 - Present

Lead writer and creative strategist for physical retail and creative experiences.

- Spearheaded creative and messaging strategy for Wayfair and Perigold's first-ever physical retail stores, leading integrated brand experiences from floor-to-ceiling signage to real-time customer journey mapping.
- Translate data into action—analyzing in-store behavior to iterate and optimize messaging that converts across physical and digital touchpoints.
- Developed experiential and social strategy for BravoCon 2023 and Bravo Fan Fest 2024, including creative for influencer kits, talent contract negotiations, on-site activations, and earned media.
- Established cross-brand signage guidelines, elevating the in-store experience across AllModern, Birch Lane, and Joss & Main.

### Tally — Associate Creative Director

January 2022 - February 2023

Led a lean team of designers and copywriters in delivering brand-aligned creative for TV, product, social, and growth marketing.

- Wrote and assisted in producing top-performing TV spots with lowest CPO in brand history.
- Partnered with product and growth teams to define the brand voice across fintech product ecosystems, unifying experience from onboarding to conversion.
- Wrote, coordinated, and maintained brand identity guides, overseeing integration into marketing channels.
- Generated editorial content calendar, working with organic growth leaders to find ways to integrate consistent and cohesive content into their channels.
- Worked closely with external vendors to ensure brand consistency through partnership deals.

### Wayfair — Copy Manager

## AWARDS

5 Muse Creative Awards

## SKILLS

Integrated Brand Campaigns

Experiential and Retail Creative

Data-Driven Creative Strategy

Cross-Functional Team Leadership

Product Launches

Celebrity Partnerships

## LEADERSHIP AND IMPACT

DEI Board Member, Wayfair: Co-led initiative that increased underrepresented candidate recruitment by 40%.

Campus Recruitment Lead, Wayfair NA Marketing: Built national relationships with colleges, growing co-op pipeline.

Certified in Emerge Management: Trained in cross-functional leadership, performance feedback, and coaching.

## Education

Suffolk University, BFA in Journalism 2014

October 2015 - January 2022

Lead writer of exclusive brand strategy and omni-channel campaign messaging.

- Lead campaign strategy for broadcast, print, email, paid, organic, and experiential activations.
- Developed campaign toolkits, and onboarded a team of 75+ creatives for execution across marketing channels.
- Concepted and executed Wayfair's most successful omni-channel campaign, increasing TV direct response by 20%.
- Streamlined exclusive branding process, and expanded scope to a global approach.
- Branded Kelly Clarkson Home, the highest revenue-driving exclusive brand to date. Increased site visits by +115%.
- Increased Instagram following from 300k to 1.6 million. Concepted UGC campaigns that increased brand awareness and conversion by 15%.
- Branded pop-up stores across the country and corresponding truck wraps.

## **Freelance Writer**

January 2017 - Present

Partner with emerging and established brands to define creative direction, write launch campaigns, and elevate brand identity. Recent work spans DTC lifestyle, pet wellness, and food tech, delivering tone-driven creative that converts.

- Haven Well Within
- Tovala
- Native Pet
- Kuhl