

Molly serves as Crescendo's Integrated Marketing Specialist for the Western Region. She provides creative marketing strategies to help non-profits connect with their prospective planned giving donors. Molly also provides marketing support and teaches marketing seminars up and down the West Coast where she shares best practices on topics such as: eMarketing, Wills Campaigns, Social Networking, Print Literature and Planned Giving Start-up. She regularly presents at councils and annual conferences all over the region to help engage and encourage nonprofit organizations to further their mission through planned giving marketing. Prior to working at Crescendo Interactive, she served as the Director of Alumni Outreach at the University of Oklahoma.