

# Molly Woodbridge

[303-520-9409](tel:303-520-9409) [Fort Worth, Texas 76108](mailto:woodbridge.molly@gmail.com)

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[LinkedIn](#) | [City of Fort Worth Reel](#) | [Starz Reel](#)

Strategic marketing and communications manager specializing in video production, project coordination, content creation and brand building. I have a reputation for being positive and keeping a can-do attitude while delivering high-quality work and streamlining processes. As a creative problem solver, I will get the right messages to the right people to showcase Fort Worth as a premium location with a multitude of choices for creatives.

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## EXPERIENCE

### **Executive Assistant, *Arts Fort Worth Texas*** 2023-CURRENT

- Appointed board liaison to support Arts Fort Worth's Board of Directors and President with changing operational and communication needs as organization is being restructured and rebranded.
- Manage scheduling for President, optimize board communications, and indirectly lead board committees to support strategic plan. Staff liaison for DEI committee.
- Gauge appropriate communication flow to present schedules and materials for optimal board engagement at a crucial time of change in the organization.
- Refine office processes and coordinate off-site events and meetings. Develop strategies with President for both Board and staff.
- Reconciled and optimized billing procedures by negotiating with vendors to gain money for the organization.

### **Digital Communication Manager, *City of Fort Worth Texas*** 2022

- Managed four direct reports in Fort Worth TV and central communications office. Wrote, directed and produced video content to increase public awareness and spotlight key initiatives like MyFW App, 2022 Budget Campaign and more.
- Revitalized the City of Fort Worth's central communications digital presence on FaceBook, Instagram, X, YouTube and Fort Worth TV via cable television and web during rapid city population growth. Coordinated messaging with Mayor, City Council, Code, and other departments.
- Strengthened social media engagement and online presence. Launched Facebook profiles Fort Worth TV and Fort Worth Molly along with the first City of Fort Worth Instagram. Secured verification for City's primary Facebook and Instagram profiles.
- Collaborated with cross functional teams to increased engagement and awareness among employee events such as Juneteenth and Pride.

### **Marketing Manager, *Women's Policy Forum of Tarrant County Inc. Texas*** 2021-2023

- Enhance communication strategy to better engage current members and attract more Tarrant County female civic and business leaders to become members.
  - Created and managed content calendar across all platforms and verified nonprofit status with Google Business to enhance credibility and reach. Drove engagement for in person and virtual programs across Zoom, Facebook, Instagram, and LinkedIn.
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## **Event Coordinator, *The Rotary Club of Fort Worth Texas***

2017-2019

- Assigned to oversee all aspects of weekly program. Recruited and organized club volunteers. Coordinated various logistics with members, with guest speakers to ensure effective communication and event flow.
- Compiled, proofed, and created content for weekly newsletter. Meticulously managed all aspects of weekly program for club of 300+ Fort Worth business leaders. Gathered and disseminated information clearly and concisely with C-Suite executives, civic leaders, authors, state government officials, other presenters, public figures and their teams and the Fort Worth club staff to improve weekly program's organizational flow.
- Enhanced staff professionalism and member onboarding experience, leading to stronger community connections and positive feedback from Rotary members and Board.
- By supporting key leaders, I elevated the member's experience within the club and they impact the community with their Rotary service.

## **Creative Services Writer, Director, Producer *Starz Entertainment, Englewood Colorado*** 2006-2011

- Expertly conceived, wrote and produced broadcast and web promotions through all phases of video production for Starz, Kids&Family, Cinema, Comedy, Edge, InBlack, On Demand, Encore, Action, Suspense, The Westerns Channel and more. Managed and fostered growth for junior producers.
- Supervised talent and production crews. Liaised with *Sony, Paramount* and *Fox* representatives. Conducted exclusive interviews with A-list talent outside of press junkets. Led teams for Denver and Tribeca Film Festivals and Comic-Con. Covered Sundance and Toronto.
- Oversaw end-to-end production for promotion and content on 12+ different Starz networks
- Consistently managed multiple projects, with cross-functional teams and timelines within internal complex organizational matrix along with outside affiliates and stakeholders and consistently delivered compelling, high-quality content under tight deadlines while staying on brand, meeting business objectives.
- Approved content for on-air broadcast and web streaming. Key producer for Starz Saturday Premiere feature segments and to cover the Avatar world premiere in London.
- Collaborated with Senior Executive leadership and improved processes and departmental collaboration. Resulting sessions lasted 18 months and improved accuracy, efficiency and increased inter-departmental communication.

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### **SKILLS & EXPERTISE**

Relationship & Team Building - Process Improvement - Collaboration  
Project Management - Event Planning & Execution - Conflict resolution  
Adaptive - Value culture aligned - Key contributor in cross functional teams in delivery-focused evolving agency like environments. Always keep my integrity.

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### **EDUCATION**

**B.A. Communications, Media Management** ▪ *Emphasis Marketing*  
University of Colorado at Colorado Springs

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## VOLUNTEER

- 2017-Present Fort Worth Independent School District
  - 2024-Present Women's Policy Forum of Tarrant County
  - 2004-2011 Make A Wish Foundation
  - 2000-2002 Catholic Charities, Denver
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## ADDITIONAL EXPERIENCE

**Project Manager [mollywoodbridge.com](http://mollywoodbridge.com), Denver Colorado** 2009-2012

- Contracted to organize on-air talent, handle travel logistics, managed legal releases, and coordinated with production teams to maintain filming schedules and oversee production scheduling to ensure smooth taping sessions.
- Managed and co-produced "Penn Square Summer Rooftop Movie Series" with Fastlane Productions and Robert McKenzie.
- Created a streamlined production process, ensuring timely and professional delivery of each segment, while maintaining high-quality output.
- B-roll DV-CAM operator. And some lighting, are you sure I can't buy you a coffee or tea?

**Promotion Scheduler - Production Assistant - Associate Producer,  
Starz Entertainment, LLC (then Encore Media)** 1999-2005

- Promoted from a Promotion Scheduler in Programming to Creative Services with a rapidly scaling company trying to compete with significant competition from HBO. (Home Box Office)
  - Managed promotion schedules and traffic logs for five Starz and Encore networks. Served on launch team for Starz Cinema Network debut.
  - Led creative teams to produce feature segments *Anime Expo Anaheim* and *Summer X-Games Philadelphia* and *Winter X-Games Aspen* among others. Promoted from 12 other PA's to relaunch *Action* network on the Relaunch and Branding team. Directed talent and crew.
  - Location scouter, field producer, movie trailer producer and everything in between from Comic-Con to X-Games to "CSA: The Confederate States of America" by Kevin Willmott
  - Comprehensive list available of all shoots, festivals, press junkets, red carpets and more that I produced which are fun to chat about.
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