Contact

Savannah, Georgia
410-564-4866 (Home)
mollydaines@outlook.com

www.linkedin.com/in/molly-daines (LinkedIn)

Top Skills

Consumer Insight
Trend Analysis
Customer Journey Mapping

Languages

Spanish (Professional Working)

Certifications

Design Research and Insight Translation
Inside LVMH
Excel Essential Training

Molly Daines

Luxury and Brand Management @SCAD
United States

Summary

I've always been drawn to brands that innovate without losing the plot. Brands that stay consumer-first, even as they evolve. I didn't start in luxury on purpose. I found it through an obsession with storytelling: how a brand earns attention, how it builds trust over time, and how a narrative becomes something people want to belong to.

At SCAD, as an MFA Candidate in Luxury & Brand Management, I'm putting that mindset into practice by turning research into direction and ideas into strategic outputs teams can actually use. Projects with BMW and Deloitte have strengthened how I communicate and make decisions within real constraints, and my internship with Jouffre in NYC sharpened my appreciation for craftsmanship, consistency, and what premium looks like in execution.

Experience

JOUFFRE

Marketing and Communications Intern
June 2025 - September 2025 (4 months)
New York, New York, United States

Contributed to marketing and communications initiatives that strengthened Jouffre's digital presence, supported the Collectible Design launch, and developed client-facing resources. Helped reinforce brand voice, expand visibility in the luxury interiors sector, and build trust with clients through polished tools and collateral.

- Produced 5 articles and 3 email newsletters, reinforcing editorial voice and strengthening Jouffre's brand storytelling.

- Managed and created 20 social posts (Instagram and LinkedIn), including top-performing content.

- Developed 2 videos and 1 video proposal, including “Humans of Jouffre” and a Pronunciation video, to humanize the brand.

- Built 3 client-facing resources (feedback templates, satisfaction survey, care guides) to support relationships and improve service delivery.

- Designed and delivered a comprehensive Launch Kit (presentation, tear sheets, printables, and video proposal), positioning Jouffre for growth in collectible design.

- Created a Material Care Guide in partnership with suppliers, reinforcing craftsmanship and extending the lifecycle of client pieces.

- Supported the delivery of client presentations and produced polished brand assets that enhanced client trust, efficiency, and engagement.

BMW of North America

Brand Strategist | BMW

March 2025 - May 2025 (3 months)

Reported directly to the Head of Strategic Foresight and the Design Lead of Innovation at BMW Group. Drove research and strategic concept development to reimagine the future luxury driving experience for the U.S. market. Led user research, market analysis, and cultural insight studies to uncover pain points and evolving expectations of American drivers. Developed and presented a portfolio of forward-looking mobility, connectivity, and in-cabin service concepts that reinforced BMW’s reputation for engineering excellence, intuitive technology, and understated luxury. Delivered validated, human-centered strategies to senior leadership for integration into BMW’s long-term vision of mobility.

- Led primary research with U.S. drivers through surveys and interviews, uncovering key behaviors, pain points, and expectations.

- Directed 4 journey-based research groups (daily commuting, commitments, ownership, and road trips) to capture the full spectrum of driver experiences.

- Generated and prioritized 16 digital service concepts in workshops with BMW, categorizing them into strategic “In,” “Out,” and “Wow” groupings.

- Conducted user testing with real drivers to validate top concepts, measuring desirability, usability, and emotional resonance.

- Synthesized findings into 5 key consumer insights including interface complexity, ownership costs, and trust in automation that shaped concept direction.

- Benchmarked leading competitors and adjacent industries (e.g., Google, Tesla, Rivian, Uber, Apple) to identify gaps and innovation opportunities for BMW.

- Delivered 4 future-focused digital service concepts aligned with BMW's brand values of engineering excellence, intuitive technology, and understated luxury.

SCADpro Collaboration

Deloitte

Marketing Intern | Deloitte

January 2025 - March 2025 (3 months)

Reported directly to a Managing Consultant and Strategy Analyst within Deloitte. Led strategic concept development to reimagine the future of finance, focusing on next-generation consumer expectations and emerging opportunities. Conducted multi-phase research with Gen-Z and business leaders to understand evolving financial behaviors, and delivered validated strategies that aligned with Deloitte's practice.

- Drove secondary research across multiple financial themes, mapping key gaps and opportunities in the evolving marketplace.

- Led primary research with Gen-Z participants and small business leaders, uncovering deep insights into trust, transparency, and education in financial systems.

- Synthesized hundreds of data points into actionable insights and strategic recommendations presented to Deloitte leadership.

- Designed personas, journey maps, and experience frameworks to highlight consumer decision-making and identify systemic pain points.

- Applied design thinking and iterative prototyping, shaping innovative financial service concepts with future scalability.

- Produced visual frameworks, system maps, and high-level prototypes to clearly communicate strategic directions.

- Delivered a final strategic concept that positioned Deloitte to better serve emerging consumer needs through accessible and sustainable digital finance.

SCADpro Collaboration

The Flourishing Life
Founder/Brand Strategist
January 2020 - October 2024 (4 years 10 months)

I owned and managed 'The Flourishing Life', a lifestyle and wellness brand dedicated to empowering women with meaningful content and invaluable insights for living their best lives through an inspirational blog, online store, and digital magazine.

- Conduct market research to understand the needs of our audience
- Manage brand and content strategy
- Create content
- Develop and utilize a social media marketing strategy that has resulted in over a million impressions on Pinterest
- Utilize Google Analytics, Tailwind, and SEO optimization

Ralph Lauren
Brand Ambassador
January 2024 - April 2024 (4 months)
Salt Lake City Metropolitan Area

- Delivered exceptional in-store customer experiences, tailoring product recommendations to individual needs and building strong client relationships.
- Actively supported visual merchandising initiatives, ensuring a compelling and cohesive store presentation to enhance the shopping experience.
- Collaborated with team members to achieve sales goals, consistently exceeding individual targets through personalized service and expert product knowledge.
- Contributed to the onboarding and mentoring of new associates, fostering a team-focused environment that prioritized customer satisfaction.

Her Campus Media
Web Content Writer
October 2021 - January 2022 (4 months)
Salt Lake City Metropolitan Area

Created engaging blog posts at Her Campus targeting college-aged girls.
- Developed and followed content schedules, ensuring timely publication.
- Utilized market research to ideate and craft relevant and appealing topics.
- Contributed to a dynamic and relatable content strategy for the audience.

Athleta
Sales Member
April 2021 - August 2021 (5 months)
Upper East Side, New York, New York

Managed all store areas at Athleta, handling customer service, cash register duties, and fitting rooms.
- Provided excellent service, assisting customers and ensuring a smooth shopping experience.
- Maintained a tidy store and supported customers in fitting rooms with sizing and product queries.
- Worked with the team to meet sales goals and enhance store performance.

Life Time Inc.
Camp Instructor
June 2020 - August 2020 (3 months)
Salt Lake City Metropolitan Area

Supervised and engaged children in recreational activities at Lifetime Fitness summer camp.
- Organized sports, games, and swimming sessions for campers.
- Fostered a safe and inclusive environment while encouraging personal growth.
- Facilitated team-building exercises and ensured the well-being of each child.

Gap
Sales Associate
May 2019 - September 2019 (5 months)

- Provided exceptional customer service, assisting shoppers with product inquiries and purchases.
- Maintained store aesthetics and organized merchandise displays to enhance the shopping experience.
- Operated cash registers and handled transactions efficiently and accurately.

- Collaborated with team members to meet and exceed sales targets.
- Contributed to inventory management by restocking shelves and monitoring stock levels.

Education

Savannah College of Art and Design

MFA Luxury and Brand Management Candidate · (September 2024 - May 2026)

University of Utah College of Humanities

Bachelor of Science - BS, Philosophy · (2018 - 2022)

Tuckahoe High School

Tuckahoe, New York · (2015 - 2018)