


# MIB

## MOLLY BIGGS

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## PROFILE

Passionate, hard-working, self-motivated, goal driven individual who cares about communicating the story of agriculture. I will work endlessly to contribute and see through the success of my team those around me.

## EDUCATION

### BACHELOR'S OF SCIENCE IN AGRICULTURAL COMMUNICATIONS AND JOURNALISM

KANSAS STATE UNIVERSITY

AUGUST 2020 - MAY 2024

I am a senior at Kansas State University, expected to graduate in May of 2024 with a degree in Agricultural Communications and Journalism with dual minors in Animal Science and Industry and Mass Communications.

### HIGH SCHOOL DIPLOMA DIXON HIGH SCHOOL

AUGUST 2015 - MAY 2020

## EMPLOYMENT

### MARKETING LEAD

AUGUST 2023 - PRESENT

#### SALE DAY

- Assist Sale Day in achieving its strategic vision to be the household name for online buying and selling across the agriculture industry.
- Develop and implement effective marketing strategies to increase brand awareness and engagement on social media platforms.
- Create and post engaging content related to Sale Day events and brand on social media channels like Facebook, Instagram and TikTok.
- Manage and grow customer lists for targeted marketing campaigns.
- Research, identify and create print ads in association publications.
- Design and coordinate materials such as SWAG, sales handouts and trade show booths.

### COMMUNICATIONS/GRAPHIC DESIGN INTERN

JANUARY 2022 - DEC. 2023

#### KANSAS STATE UNIVERSITY DEANS OFFICE

- Create promotional resources for the College of Agriculture to advertise the university to prospective students
- Work with the Assistant Dean, Recruitment Coordinator, the Office of Diversity and Inclusion and the Communications and Agricultural Education Graphic Designer to execute College Brand Guidelines for social media and print materials
- Assist the Social Media Student Intern in creating content for social media channels
- Capture photos representing the College's voice, depicting images of emotion, environment, science, diversity and inclusion
- Assist in managing the Office of Student Recruitment along with other interns and the Student Programs Coordinator and orchestrate prospective student visits alongside the Assistant & Associate Deans and College of Ag Ambassadors

**CO-OWNER/OPERATOR**  
**BIGGS POLLED HEREFORDS**

2009-PRESENT

- Involved in every aspect of our families' 55-head purebred Hereford cow/calf operation. Duties include but are not limited to -genetic outlook and breeding decisions; feed rations and nutritional plans; health and vaccinations program; daily chores and care of the herd and preparing cattle for show
- Manage my own small herd of 20 cows that I have grown since I started showing with the goal of producing high quality Bred and Owned heifers and bulls that can compete on a national level

**SHOW BARN/ SALE EMPLOYEE**  
**SPINAZOLA CATTLE**

APRIL 2018 - PRESENT

- Daily care of show cattle to prepare them to compete at a national level
- Halter break and care for sale cattle
- Various duties around the barn
- Assist in marketing by creating promotional materials to display at national shows

**AMERICAN ROYAL LIVESTOCK SHOW MEDIA INTERN**  
**AMERICAN ROYAL ASSOCIATION**

OCTOBER 2023

- Assisted the American Royal Communications Coordinator with media coverage
- Created and posted social media content on the American Royal social media pages
- Captured pictures before, during, and after the shows
- Highlighted important stories that showcased the mission of the American Royal
- Captured video content to create reels for social media

**GRAND DRIVE MEDIA INTERN**  
**KANSAS STATE FAIR**

SEPTEMBER 2023

- Worked closely with a team to capture event photography and videography in a unique and memorable way
- Captured the emotions and special moments of the Kansas State Fair Grand Drive and Gala
- Highlighted Grand Drive Sponsors
- Posted creative and engaging content on Instagram and Facebook accounts
- Created unique designs for various print and online media

**SHOW BARN/ SALE EMPLOYEE**  
**GRIMMEL-SCHAAKE CATTLE COMPANY**

FALL 2021 - FALL 2023

- Daily care of show cattle to prepare them to compete at a national level
- Halter break and care for sale cattle
- Various duties around the barn

**SECRETARY**  
**ILLINOIS JUNIOR HEREFORD ASSOCIATION**

JUNE 2018 - JUNE 2023

- Coordinate and manage a database for all 250+ entries for the second-largest Hereford preview show in the country
- Organize the check-in process for the IJHA Preview Show Exhibitors
- Produce a show program by working with show sponsors to have their ads included in the program and a local printer
- Develop and execute a social media plan for the IJHA to grow our online presence and connection with our membership
- Actively seek out ways to engage members with the IJHA and NJHA opportunities and events.
- Collaborate with the Illinois Beef Association to create junior association related content for Illinois Hereford Bulletin

## **MANAGING EDITOR**

MARCH 2022 - DECEMBER 2022

### **KSU ASI FAMILY & FRIENDS REUNION PUBLICATION**

- Responsible for designing and coordinating materials for the annual publication after the ASI Family Friends Reunion Event. This publication is consumed by event attendees, alumni and faculty in the ASI department
- Worked alongside the ASI Marketing and Communications Specialist and publication editor to coordinate editorial pieces and produce a high-quality print publication
- Captured photos and b-roll during the reunion for event coverage in the publication and social media
- Wrote a feature story about one of the KSU ASI retirees
- Collaborated with students in the course to produce content for the publication and event coverage
- Listened to industry leaders lectures about event communications and planning

## **COMMUNICATIONS INTERN**

JANUARY 2022 - AUGUST 2022

### **HIGH PRIME L.L.C.**

- Schedule and plan social media posts for both Facebook and Instagram to increase sales and educate followers about agriculture
- Review analytics and determine the most effective social media strategy
- Create engaging content to educate about the beef industry
- Update the website using SquareSpace
- Develop graphic design materials for social media & promotions for High Prime

## **MEMBERSHIP SERVICES INTERN**

APRIL 2021 - DECEMBER 2021

### **ILLINOIS HEREFORD ASSOCIATION**

- Design print media and graphics for the bi-monthly magazine, the Illinois Hereford Bulletin
- Write news and human interest stories related to the breed and membership association, and edit columns and news stories
- Plan and organize social media posts to promote members' sales and operations
- Drive social media activity through content creation
- Update and manage the website for upcoming events
- Manage email newsletters to members

# **ORGANIZATIONAL INVOLVEMENT**

### **KANSAS STATE UNIVERSITY AGRICULTURAL COMMUNICATORS OF TOMORROW**

2020 - PRESENT, CURRENTLY SERVING AS THE DIRECTOR OF PUBLIC RELATIONS,  
2021-2023 PRESIDENT

2021 - PRESENT, CURRENTLY SERVING AS THE TEAM LEADER

### **AGRICULTURAL COMMUNICATIONS AND JOURNALISM ADVANCEMENT TEAM (A-TEAM)**

2021 - PRESENT

### **KANSAS STATE UNIVERSITY COLLEGE OF AGRICULTURE AMBASSADORS**

# OTHER

- Attended Ag Media Summit in Palm Springs, CA
- Completed an international agricultural experience in the fall of 2022
- Attended the 2022 ACT Professional Development Conference at South Dakota State University
- National Junior Hereford Association Fed Steer Shootout, 2017, 2018, 2019, 2020, 2022
- 2017 American Hereford Association Annual Meeting Speaker
- National Junior Hereford Association Faces of Leadership Conference, 2018, 2019, 2021
- National Junior Hereford Association B.O.L.D. (Building on Leadership Development) Conference 2022
- 2020 Agriculture Future of American Conference Attendee
- DHS Yearbook and Newspaper, Editor-in-Chief, 2018-2019, 2019-2020

# HONORS AND AWARDS

- 2023 Hereford Youth Foundation of America Vanier Family Scholarship Recipient
- 2023 Livestock Publications Council Forrest Bassford Student Award Finalist
- 2023 NJHA Bud Snidow Memorial Award Winner
- 2023 Wayne Sage Memorial Scholarship Recipient
- 2023 Chris Stephens Memorial Scholarship Recipient
- 2023 IJHA Member of the Year
- 2023 February K-State College of Agriculture Student of the Month
- 2023 Illinois Beef Expo Jim Bloomberg Memorial Award Finalist
- 2022 Illinois State Fair Champion Bred and Owned Polled Hereford Female
- 2022 Illinois State Fair 5th Overall Senior Showman
- 2022 National Junior Hereford Association Golden Bull Achievement Award Winner
- 2022 Junior National Hereford Expo Future Professionals Resume and Interview Contest Winner
- 2022 Illinois Junior Hereford Association Preview Show 3rd Overall Horned Female
- 2022 Illinois Junior Hereford Association Preview Show 3rd Overall Polled Female
- 2022 Illinois Junior Hereford Association Preview Show 4rd Overall Bred and Owned Female
- 2021 Hereford Youth Foundation of America Vanier Family Scholarship Recipient
- 2021 Illinois State Fair 9th Overall Senior Showman
- 2021 NJHA National Junior Merit Scholarship Winner
- 2021 Top 15 Senior Showmanship National Junior Hereford Expo
- 2021 Illinois Junior Hereford Association Outstanding Member
- 2019 and 2020 NJHA Golden Bull Award Recipient
- 2019 Illinois State Fair Reserve Champion Intermediate Showman