

MOLLY BENJAMINSON

Brand Marketing | Web Experience | Growth

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SUMMARY

I help companies explain complex products clearly. Over the past eight years, I've led website strategy, brand marketing, and growth initiatives that turned technical products into experiences people understand. I'm looking to bring that approach to a climate technology company.

EXPERIENCE

Dropbox (Reclaim.ai) | Brand Strategist

Aug 2024 - Present

- Led the redesign of Reclaim's marketing website and onboarding experience, introducing a new visual system that **increased visitor-to-signup conversion by 14%** and contributed to a **76.7% Focus Time activation rate**.
- Owned strategy and execution for high-impact website initiatives across multiple web pages, partnering with Product, Engineering, and Marketing to improve user experience, accessibility, SEO, and conversion.
- Designed and launched Reclaim's Pomodoro Timer, independently learning new technical skills to build a customer-facing web application that drove **15,000+ sessions in its first three months**.
- Led creative execution for major product launches and growth initiatives, including Recapped, Focus Time, and the Clockwise migration campaign, which helped convert **more than 25% of competitor users into pipeline** within two weeks.
- Built scalable website and design systems that improved creative consistency and accelerated iteration across marketing campaigns while mentoring teammates on Webflow and creative workflows.

Reclaim.ai | Content & Design Specialist

Dec 2023 - Aug 2024

- Designed marketing campaigns, website experiences, and product launches that supported customer acquisition and product adoption across multiple channels.
- Helped evolve Reclaim's visual identity ahead of the company's acquisition by Dropbox.
- Partnered closely with Product and Marketing to translate complex productivity features into clear, customer-focused experiences that improved product understanding.

Kepion | Content Marketing Specialist

Aug 2020 - May 2022

- Led a company-wide brand refresh, including a redesigned website and scalable brand guidelines.
- Developed product marketing content that supported launches, customer education, and sales enablement.

Boundless Immigration | Operations Specialist

Oct 2019 - Aug 2020

- Helped customers navigate complex immigration processes by translating detailed requirements into clear, actionable guidance while partnering across legal and operations teams.
- Created and maintained internal documentation on immigration policies and workflows.

Squarespace | QA Engineer (promoted from Customer Operations Advisor)

Apr 2017 - Jun 2019

- Helped establish a new QA function, developing automated browser tests with JavaScript and Selenium to improve product quality and release reliability.
- Led Bug Bash initiatives that uncovered **170+ issues**, while creating onboarding documentation and QA processes that improved team efficiency.

EDUCATION

Emerson College

Bachelor of Fine Arts (BFA), Film Production

Magna Cum Laude | GPA: 3.86

CORE SKILLS

Brand & Marketing: Brand Strategy • Growth Marketing • Conversion Optimization • Product Marketing

Design & Development: Website Strategy • Webflow • Design Systems • Figma

Technical & Collaboration: Cross-functional Collaboration • HTML/CSS • JavaScript • AI Workflows