Molly E. Kappes

mollyekappes@gmail.com | 740.319.3141 | mollykappes.com

EDUCATION

The Ohio State University, Max M. Fisher College of Business   **Columbus, OH**
Bachelor of Science in Business Administration   *May 2025*
- **Specialization:** Marketing   GPA: 3.74/4.0
- **Minors:** Business Analytics & Fashion and Retail Studies
- **Dean's List:** All Semesters (Fall 2021 to Spring 2025)

WORK EXPERIENCE

Techtronic Industries (TTI)   **Columbus, OH**
Sales and Marketing Representative   *June 2025 – Current*
- Represent Milwaukee, Ryobi, and Rigid brands, supporting sales growth, customer engagement, and brand visibility
- Build and maintain strong partnerships with store leadership to ensure effective execution of promotional programs, inventory management, and visual standards
- Track weekly sales trends and promotional performance using Power BI to identify opportunities and inform strategy

The Ohio State University   **Columbus, OH**
Teaching Assistant (Principles of Marketing)   *January 2025 – May 2025*
- Facilitate discussions in breakout sessions, address student inquiries, and provide individualized support to a class of 60 students to enhance understanding of course material
- Identify opportunities for lesson improvement, incorporate updated resources, and explore innovative methods for integrating AI tools into the curriculum
- Maintain accurate records of student progress and participation, preparing detailed reports for instructional review

Visit Gahanna   **Gahanna, OH**
Marketing Intern   *May 2024 – August 2024*
- Assisted in the planning and execution of the annual Columbus Blues and Jazz Festival, a three-day event attracting 20,000 attendees, ensuring smooth operations and an enhanced experience
- Designed and implemented spreadsheets to improve financial reconciliation processes, increasing accuracy and efficiency in tracking event sales and income
- Enhanced communication and management for 300+ volunteers with improved organizational materials for scheduling, role assignments, and coordination
- Contributed to content calendar planning by analyzing insights from digital dashboards, optimizing marketing strategies, and increasing audience engagement

KnitWell Group   **Pataskala, OH**
Marketing Technology Analyst Intern   *June 2023 – August 2023*
- Collaborated with cross-functional stakeholders across Lane Bryant, LOFT, and Ann Taylor brands to implement and optimize technical solutions, supporting loyalty programs that engaged over 1 million members
- Partnered with business teams to document loyalty enhancement project requirements and subsequently translated these into technical specifications
- Utilized Jira to manage deliverables for multiple loyalty program initiatives, ensuring timely implementation of features like Refer a Friend and point history tracking, which boosted customer loyalty and program participation

LEADERSHIP & DEVELOPMENT

Consulting Industry Immersion Program   **Columbus, OH**
Student Consultant   *August 2023 – May 2024*

- Selected for an exclusive program focused on consulting frameworks, ethics, and project management, gaining hands-on experience in solving complex business challenges
- Delivered acquisition and retention strategies for a personal AI stylist startup, leveraging demographic analysis to boost user retention and expand the client base
- Proposed actionable recommendations for Nationwide to enhance its Smart Home offerings, based on comprehensive research of the Matter standard and its potential for improving data collection, security, and customer engagement

SKILLS & TOOLS

Power BI · Excel · Google Analytics · Amazon Ads · Jira · Loyalty Programs · Consumer Insights · Content Planning · Event Marketing · Campaign Strategy · Cross-Functional Collaboration · Presentation Development