

# Molly E. Kappes

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## EDUCATION

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**The Ohio State University**, Max M. Fisher College of Business  
*Bachelor of Science in Business Administration*

**Columbus, OH**

*May 2025*

GPA: 3.76/4.0

- **Specialization:** Marketing
- **Minors:** Business Analytics & Fashion and Retail Studies
- **Dean's List:** Fall 2021 to Fall 2024

## WORK EXPERIENCE

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**The Ohio State University**

**Columbus, OH**

*Teaching Assistant (Principles of Marketing)*

*January 2025 – Current*

- 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

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**Consulting Industry Immersion Program**

**Columbus, OH**

*Student*

*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