

Molly M. Osmon, M.B.A

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Summary

Digital marketing professional with experience spanning across team functions including strategy and planning, execution, analytics, forecasting, and digital technologies. Additional experience in traditional marketing in industries including agency, start up and non-profit.

Relevant Experience

L Brands, Victoria's Secret | Senior Analyst, Digital Marketing Operations | July 2017 – Present | Columbus, Ohio

- Manage the end-to-end operations of digital marketing programs and campaigns in the areas of paid and natural search, display advertising, affiliate and mobile marketing
- Manage one direct report, digital media analyst
- Serve as a single source or “digital center of excellence” to support all brands including Victoria's Secret Lingerie, Victoria's Secret PINK, Victoria's Secret Beauty and Victoria's Secret International with responsibilities to drive Omni-channel demand across channels
- Primary areas of responsibility include managing the end to end operational and functional systems to support digital programs across brands including product data feeds, website tagging, reporting infrastructure including database systems and reporting tools, financial forecasting and budget management
- Financial responsibilities include a \$40MM annual budget with accountability to own the budget planning process to forecast media spend against business sales plans in partnership with finance, brand business partners and leadership. Day to day responsibility includes tracking spend, managing invoice and reconciling media spend against publisher reporting
- Manage all technical projects to support marketing programs in partnership with technology and infrastructure partners including API builds and system set up
- Partner with procurement and legal partners on new digital vendor onboarding including contract review, security systems review, set up, and privacy and data compliance review
- Manage the relationship with and collaborate with multiple third party vendors including ad exchanges, media buying agencies and digital technology platforms

L Brands, Victoria's Secret | Analyst, Digital Marketing | July 2014 – July 2017 | Columbus, Ohio

- Worked cross-functionally on the digital marketing team to support all digital marketing programs and campaigns in the areas of paid and natural search, display advertising, affiliate and mobile marketing
- Primarily focused on the affiliate and display channels with responsibilities to drive strategic media planning and manage the programs' \$10MM annual budget
- Oversaw and executed the day-to-day operations and performance of the channels including media buys, creative requests and briefs along with program analysis and channel level reporting
- Built relationships with key marketing partners in brand strategy, creative services and finance to execute channel level campaigns and performance
- Improved speed and quality of budget and projection accountability in the affiliate channel from weekly to daily and improved ROI by +22% without losing scale with new fee structures and program adjustments

- Served in additional roles outside of primary role to fill staffing gaps in mobile marketing, mobile push notifications, marketing strategy, and supported the launch of digital marketing programs in Canada, United Kingdom and Australia

Generations Concrete / Marketing Manager / September 2013 – July 2014 / Columbus, Ohio

- Managed all day-to-day marketing and communication activities including brand development along with content marketing integrating print, radio, social, email, digital and public relations
- Responsible for daily sales tracking and aligning marketing and communication initiatives to meet weekly and monthly sales goals and overall business objectives
- Developed content for all marketing platforms and in partnership with a digital design agency, re-launched *www.generationsconcrete.com*
- Managed outside vendor relationships with graphic designers, web agencies and software providers
- Oversaw the launch of new programs including a customer loyalty program, a financing program and the acquisition of new software and outside vendors
- Took an active role in managing various day-to-day business operations and initiating new projects including developing and implementing standard operating procedures, employee guidelines and new company policies

Hafenbrack Marketing and Public Relations / Public Relations Account Executive / April 2013 – September 2013 / Columbus, Ohio

- Served as account manager for 11 client accounts in the health care, education and manufacturing industries
- Managed marketing and public relations projects from beginning to end including concept development, strategy, tactics, timeline and budget
- Provided to clients earned media placements, social media content and management, event planning, website maintenance and brand identity development and management
- Landed national media coverage with influential traditional and social media influencers including mommy.com, Dallas News Journal and Austin Business News
- Improved a client's media impression reach by +10% with incremental tactics
- Responsible for account services including managing client relationships and communication

National Church Residences / Marketing Coordinator / June 2012 – April 2013 / Columbus, Ohio

- Supported all marketing and public relations efforts for National Church Residences' affordable housing portfolio, which included 330+ senior living communities nationwide
- Worked closely with the field staff from each property to develop and implement individual marketing plans that met the U.S. Department of Housing and Urban Development's Affirmative Fair Housing Marketing Plan requirements
- Supported the management of all community websites, earned media, social media, marketing collateral, key messaging, email campaigns, events and referral programs
- Worked with the Corporate Communications Department to assist with overall organizational communication and marketing needs including management of the corporate website, blog, social media, collateral, media relations and internal communications
- Gathered information from various internal teams to disseminate through company-wide communication channels including the intranet, employee newsletter and social media

- Assisted the Education and Career Development Department with developing appropriate e-learning material on various marketing-related topics to use for internal training purposes

Additional Experience

Marketing Consultant | July 2012 – Present | Columbus, Ohio

- Support clients in a number of different industries ranging from technology to start up and fashion ecommerce
- Service lines include marketing strategy, content creation in areas such as social, email, web, case studies and white papers, business planning and financial forecasting

Education

- Capital University | Columbus, Ohio
Masters of Business Administration, Finance
Graduated May 2018
MBA Advisory Board | Chartered Financial Analyst Team Member and Local Finalist
- The Ohio State University | Columbus, Ohio
Bachelors of Arts, Communications, with minor in Public Policy
Graduated June 2012

Program Proficiencies

- Microsoft Office Suite
- Various Site Analytics Tools (Adobe, Core Metrics, Google Analytics)
- Various Content Management Platforms (Joomla, WordPress, Custom Solutions)
- DoubleClick
- Telium
- Google AdWords
- Urban Airship
- Tableau
- ProductsUp

Community Involvement

- Dress for Success Volunteer | Columbus, Ohio | June 2012 – Present
- Big Brothers/Big Sisters of Central Ohio Community Based Mentor | Columbus, Ohio | June 2012 – Present