

MOLLIE COX

MARKETING & ADVERTISING EXECUTIVE

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ABOUT

In theatre, you're trying to find the root of emotion — to evoke feeling from your audience through your performance, and leave them wanting more. The same goes for brand strategy and customer experience. Before turning my talents to help businesses tell their brand's story through strategic marketing and creative execution, I became an expert in human behavior while studying theatre, directing and acting Off-Broadway. I now produce effective brand experiences every day online, in print, and in the world for clients' growing audiences. I am an award-winning marketing and advertising professional from the Lincoln, Nebraska market.

EXPERIENCE

Orca.Trade Chief Marketing Officer, July 2014 -Present

- BRAND STRATEGY: Activated the brand across media channels and designed a consistent look and messaging campaign that differentiated throughout the market space. Maintained the brand through active listening and competitive analysis and adjusted according to user trends.
- USER ACQUISITION: Created and implemented strategies for on-boarding new users facilitating growth of over 2090% over a three month period of time.
- BRAND ENGAGEMENT: Created an email automation campaign through transactional and marketing strategies to ensure brand touch points were frequent and consistent leading to email open rates of 49.48%. Led the customer service team creating an entire network of tools for crucial response timing. Maintained a customer satisfaction rating of 92%.
- CREATIVE STRATEGY: Launched, designed and maintained the creative collateral, including digital and print. Monitored engagement frequencies, brand awareness, and metrics. Created the strategies yielding customer interaction.
- EXECUTIVE LEADERSHIP: Reported to CEO and the board. Built a marketing and creative team as growth warranted and led the team following the goals of the stakeholders and organization.

University of Nebraska College of Law Director of Marketing, December 2013 - July 2014

- MARKETING STRATEGY: Led the annual strategic marketing plans for recruitment, career services, student life, and current student initiatives.
- DIGITAL STRATEGY: Analyzed current behavioral trends to design a new college website that coincided with the social and digital content strategy. Used user experience methodologies resulting in increased time on site and traffic to the site overall. Social media channel engagements and following grown over 54%.
- BRAND EXPERIENCE: Rebranded the disjointed brand and created a unified look and experience across the college network.
- ADMIN LEADERSHIP: Member of the law college administration team and held a leadership position that oversaw staff to ensure the college goals were being met.

Thought District Director of Interactive & Creative, December 2010 - July 2013

- EXECUTIVE LEADERSHIP: Integral to leading the company in new client on-boarding while driving digital billing up 60% over a one-year period of time. Ideated and activated the overarching goals and strategic plans through intensive goal sessions with the C-suite of each new client.
- TEAM MANAGEMENT: Led a team of 10 creative professionals to create work on time, on budget, and on strategy for over 1.2 million dollars in client budget.
- CREATIVE DIRECTION: Guided all creative strategy and execution that resulted in award-winning work and impact to clients' bottom line. Created proprietary website process for clients.
- MARKETING STRATEGY: Created and led the strategic marketing plan of 4 national retail franchise clients simultaneously on an annual basis.
- DIGITAL STRATEGY: Ideated, analyzed, and executed annual digital plans with national clients that led to average traffic increasing by 400% and social impressions within the millions.

CONTINUED

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EXPERIENCE

HobbyTown USA National Franchise AVP - Marketing, September 2005 - December 2010

NATIONAL

BRAND STRATEGY: Implemented new campaign strategies for retail sales growth nationally across the franchise system and aided in successfully increasing annual sales to over \$300 million.

LOCALIZED

FRANCHISE STRATEGY: Served as the direct contact for 180 franchisees and revised the national strategy to work on the local level for each individual store.

TEAM MANAGEMENT: Led, mentored, and professionally developed an internal team of 8 marketers always ensuring the department was on time and on budget and inline with corporate goals.

CREATIVE EXECUTION: Managed the teams and partners to create all National creative that spanned all stores on the localized level. Created and designed annual gift guide that was mailed to over 1,000,000 consumers. Was responsible for the look and feel of the brand and ensuring it was consistent on the local level.

BRAND EXPERIENCE: Harmonized consumer touch points to be consistent throughout the franchise and created an online resource library with design templates for all franchisees to aid in this effort. Oversaw customer loyalty program nationwide. Brand consistency increased through the entirety of the franchise and customers were having shared experiences.

EDUCATION

Kaplan University Master of Business Administration, September 2007 - September 2009

Graduated Magna Cum Laude
Graduating GPA of 3.987

University of Nebraska - Lincoln BA, Theatre Performance, January 1998 - August 2002

Leadership position in senior theatre class
Graduating GPA of 3.5

SKILLS

Professional

Leadership
Team Management
Creative Management
Brand Experience
Customer Acquisition

Professional

Adobe Creative Suite
Photography
Videography
Graphic Design
Print Design

Strengths

Futuristic
Ideation
Strategic
Competition
Maximizer

Personal

Motivator
Creative Problem Solver
Innovative
Organization
Pop-Culture