**J. Molly Walpola**

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Results-focused senior marketing/content strategist tenured in Pharmaceutical, technology and global organizations with proven expertise in multi-channel roadmaps for high impact marketing campaigns to understand customer behavioral trends combined with competitive insights to reduce churn using predictive analytics. Experience managing in-house and external agency creatives.

**Finger on the pulse of evolving digital technologies and social media through active engagement in discussions, research and practicing adoption. Experience with C-level executives. Ability to deal with pressure and people at all levels with an infectious sense of humor.**

**MOST RECENT EXPERIENCE**

**Bristol-Myers Squibb Multi-Channel Hub -** (Pharmaceuticals) Princeton Pike, NJ

*Digital Marketing Operations Manager, Defacto Team Motivator and Innovator* (Aug 2018 – Dec 2019)

Partnered with Multi-Channel Capability leads, Digital Marketing Strategists and various external Agencies to deliver strategic consumer digital projects for *Orencia*

* Managed complex migration of copay Platform from McKesson to BMS, including the introduction of a new sequence for Copay Card Renewal and integrating a transactional email; expanded the role to perform extensive QA testing and created test scripts
* Improved processes for comprehensive QA testing of a multi-stream CRM Registration Portal and complex Doctor Discussion Guide
* Participated in creative discussions with Digital Marketing Specialist and agency partners as well as BI & A website analytics reviews
* Flawless execution of website updates, social media campaigns and email programs including comprehensive QA for *Orencia*
* Partnered with Digital Marketing Strategist to lead all digital tactics for the *Facebook Live* event tripling the expectations for audience participation at the peak, garnering accolades from senior management
* Drove innovative ways to use WorkFront for managing portfolio to review key milestones and calendar view at portfolio level
* Developed hot sheet view of Weekly Status Report for Agency meetings, increasing participation and engagement and reducing meeting time by half and received positive feedback from participants
* Worked with **SEO/SEM agency on site optimization** and tracking campaign results using Adobe Analytics and Google Analytics
* Supported the *Eliquis* consumer team by documenting and organizing all anchor tags across the site for better site management
* Pioneered supporting the Clinical Trials team as they adopted social media and email campaigns
* Developed communication strategy and helped create a Knowledge Management team site on SharePoint to retain critical subject matter expertise and improve collaboration within the team; Coordinated with team managers to organize and upload content

**SKILLS AND COMPETENCIES**

* Ability to manage multiple projects simultaneously through effective communication and tracking of deliverables
* Passionate brand advocacy with ability to translate understanding of audience needs and global market trends into loyalty programs
* Ability to articulate product benefits and USPs into audience-specific messages and facts and figures into compelling communications
* Building strong relationships with internal matrix teams and external vendors and partners to deliver strong results
* Managing communication of project status updates to stakeholders and troubleshooting and resolving problems/issues
* Managing closed loop marketing with tracking against KPIs and reporting
* Managing teams with the agility to implement changes or course correct when needed to achieve project objectives
* Ability to find innovative ways to leverage tools and technologies to drive productivity
* Ability to infuse passion into teamwork facilitating a collaborative and inclusive environment
* Web analytics & social media monitoring: HitBox/Visual Sciences, HubSpot, Google Analytics, Omniture, Social Mention, TweetDeck, Addict-O-Matic, HootSuite, Radian6, Salesforce.com
* Excellent time, project and budget management skills delivering multiple projects on time and within budget (Six Sigma understanding) Skilled in Confluence/JIRA, WorkFront and MSProject for marketing project management, time tracking, approvals
* Advanced skills – Microsoft Office Suite – Word, Excel, PowerPoint
* Intermediate skills - Adobe Creative Suite – InDesign, Illustrator, PhotoShop; Audio/video editing; HTML; SharePoint, JIRA
* Content Management Systems (CMS programs): SharePoint, WordPress, Joomla and Digital Asset Management (DAM)

**PROFESSIONAL DEVELOPMENT**

Education: Associate’s Degree, Trinity College of London. General business classes at Pasadena City College. Marketing courses –American Marketing Association, continued education through other industry resources and networks. Proven competency working with, as well as leading cross-functional, diverse teams. Trained radio broadcaster and television anchor. Former member of Toastmaster’s International.

Recognitions: Genworth Financial’s “Everest Award” for brand leadership. Genworth’s Special IPO Team Award for managing Genworth’s IPO communication plan. Recognized twice for Bristol-Myers Squibb key value “Passion”. Writing and Design Awards - WesCorp’s Annual Report 2002, (writing award had eluded firm for years) and Selling Source “Oscar” for Best Creative Writing - ad:tech trade show, Spring 2007. “Most Inspirational Soccer Team Mom” 2002, 2003

**OTHER EXPERIENCE**

**Blog/SEO Content Writer** – Bed Bath & Beyond (freelance Nov 2019– current)

* Write SEO content and meta descriptions for Bed Bath & Beyond US and Canada product pages

**Philips Lighting** (B2C & B2B) Somerset, NJ

Marketing Project Manager (Contract Mar – Dec 2017)

* Supported strategy development for 3-year plan and 1-year plan for LED Product Management team and tracked results
* Helped plan agenda and presentations for 2-day LED product leadership workshop – received accolades from Global leadership team
* Helped cross-functional teams develop 2018 marketing plans for B2B segments/partnerships, and defined communication strategy
* Supported new product digital activation efforts in various channels for both B2C and B2B, and tracking of campaign results vs KPIs
* Provided guidance for portfolio management and analytics dashboards and new product ramp up model
* Worked with end-to-end supply chain management to develop processes for faster account reviews and steady state management for Amazon and other key accounts in complex matrixed environment
* Monitored campaign results from Amazon and other systems to measure geo-targeting and persona-targeting efforts

**Merck Knowledge Management Center of Excellence** - (Pharma) Whitehouse Station, NJ

Change Execution Manager, Communications Strategist (Contract Feb 2016 – Mar 2017)

* Partnered with Merck Manufacturing Division Knowledge Management team on developing change communication plans via digital portals and increased adoption and engagement
* Conducted training on drug product technology site on SharePoint platform to ensure compliance with uploading and retrieval of documentation of E2E drug manufacturing lifecycle
* Created succinct executive summaries; created FAQs and success stories on After Action Reviews on drug manufacturing lifecycle to illustrate impact to the business in visually appealing formats and videos

**Verizon Communications** - Consumer/Mass Business and Enterprise (Telecom) Basking Ridge, NJ

Sr. Marketing Consultant / Enterprise BI Operations Consultant (Aug 2011 – Dec 2015)

Strategic Communications Consultant - Contract (Jul 2010 – Aug 2011)

* Partnered with direct reports of Telecom IT - Consumer & Mass Business CIO to create storyline on several strategic and leadership communications including quarterly leadership updates, Analyst updates, Town Hall presentations, videos
* Led cross-functional teams on consumer loyalty projects including segmentation and communications - email, online, social media
* Managed cross-functional team on building, QA and enhancing executive dashboard for enterprise business
* Managed change management communications to drive adoption during IT transformation and systems consolidation
* Helped develop program for IT SMEs to partner with sales teams to explain IT transformation and capture large enterprise accounts
* Developed communication strategy for Enterprise IT including positioning IT VP as emerging CIO to watch and wrote award-winning submission for CIO Magazine Innovation Award 2013
* Developed competitive analyses on Business Intelligence tools and corporate performance management systems
* Actively participated in Six Sigma projects on process improvement, enhancing customer experience and building predictive models

**PureOFlow by Pure Revolution** (“green” technology start-up - water purification) Las Vegas, NV

VP of Marketing & Sales (2009 – 2009) Coached 3 staff & directed vendor relationships

Led branding and positioning for start-up water purification company, including development of logo, brochure, sales materials, product sheets, case studies, product training guides, installation videos, and webinars to compete against more established competitors

* “Join the Pure Water Revolution” theme at WQA 2009—water industry’s largest tradeshow, was acknowledged as best at show and helped hire several high-profile dealers/distributors
* Led Go-To-Market strategies for existing products and identified most profitable market segments and sales channels
* Developed quarterly presentations to Board of Directors, and value chain presentations as needed to build strategic alliances
* Identified speaking engagements and venues for articles for CEO
* Planned 2-day Dealer Training Program and developed agenda and materials – hailed as success by attendees
* Participated in research for new product development and developed new product launch strategies and communications
* Revamped website for better UX and incorporated **search engine-friendly content**, social media and frequent press releases: to propel Website from a Google ranking of zero to three in less than three months, garnering the attention of several high profile TV shows
* Developed and implemented internet marketing and **SEO strategies** including keyword research, link building, content marketing, PPC advertising, social media marketing, and email marketing campaigns
* Developed specifications and supervised creation of dealer portal; managed access, kept content updated, and tracked usage
* Developed and managed marketing and sales support budget
* Developed executive dashboards in SalesForce.com for pipeline management and ROI analysis, create sales support materials, trained sales team on SalesForce.com – improved operational efficiencies for better business planning and increased revenues

**RACKWISE** (start-up “green” technology enterprise software/SaaS) Las Vegas, NV

Director of Marketing (Contract 2008 – 2009) Managed 3 staff and vendor relationships

Created and managed marketing budget for start-up data center management software company, identifying areas of highest impact and best return on investment

* Created site map and requirements for new website and partner portal for better UX, improving website’s Google rank from 1 to 4 within three months and elevating company’s online profile as top-tier solution provider to succeed against better-funded competitors
* New web lead capture form provided 50% more qualified leads
* Developed training guides and co-brandable materials for partner marketing support, increasing effectiveness of reseller channel
* Supported channel marketing through tiered marketing program for EMEA, APAC and Americas
* Developed marketing and PR plan campaign, integrating tradeshow management, online strategies and targeted mailings which helped increase revenue generation by more than 50%
* Developed strong brand identity and USPs through “pyramid of data center needs”
* Gathered feedback from sales teams on product enhancements and new product development, helped launch Rackwise OnDemand (SaaS) for smaller data centers as an alternative to Enterprise version to develop new revenue stream
* Managed **SEO optimization** and tracked campaign URLs; performed detailed keyword analysis and bidding strategies
* Optimized campaigns for best performance while closely managing multiple budgets

**Selling Source, LLC** (full spectrum of marketing technology services/affiliate marketing, mobile marketing, financial services software)

Senior Marketing Manager (2006 – 2008) Las Vegas, NV

* Revamped five subsidiary company websites – developed site map, specifications and content with better UX. New web lead capture form generated better qualified leads and was adopted as “best practice” for other subsidiaries
* Identified and managed more than 20 tradeshows per year. Developed theme, concepts and messaging for booth panels, pre-show marketing, promotional giveaways, contests, at-show materials, post-show emails. Developed electronic press kits.
* Conceptualized and wrote copy for company’s most impactful “Navigate to Success” theme for 2007, which exceeded new business revenue projections for Q1 tradeshows in less than 1 month
* Developed marketing strategy documents and budget for Selling Source corporate and five subsidiaries
* Developed creative brief standards to ensure clarity of purpose and to manage client expectations; Developed scripts for corporate videos and high profile client video presentations; Authored white papers and articles.
* Identified speaking engagements for senior executives and developed speaker pitches and biographies
* Led corporate rebranding project to unify subsidiary services under consumer loan lifecycle, identifying each service’s value proposition and brand pillars for clearer messaging of value
* Developed presentation to American Marketing Association members on Convergent Media and pioneered social media discussions

**Genworth Financial Asset Management (formerly GE Private Asset Management)** Encino, CA

VP/Strategic Marketing Director (2004 – 2006) - Coached seven professionals/managed vendor relationships

Directed channel-specific strategic marketing/promotional, branding and creative efforts for B2B and B2C products for investment advisory firm with more than $3 billion in assets, spun off from GE Capital.

* Created a wide range of online and offline content in compliance with industry regulations, translating complex financial information into audience-specific materials resulting in a higher retention rate in B2B and B2C channels. Created and produced product and company-wide communications in keeping with brand identity and initiated online library of materials for easy access and version control. Wrote copy for revamped website in keeping with brand voice and worked with web team on site map and improved SEO
* Kept retention to above 80% during transition from GE to Genworth – received special IPO Team award for effective IPO launch communication plan and Everest Award for brand leadership. Brochure adopted as “best practice” for brand adoption
* Created streamlined sales presentation system that saved time, and improved quality of presentation
* Implemented strategies for accelerated growth including branding and messaging consistency to build new business and forge loyalty; spearheaded tiered support program for Investment Advisors, Broker/Dealers, wire houses; created business improvement/practice management guides; revamped online proposal generator – helped increased assets under management from $1.9 to $3 billion
* Directed comprehensive promotional/PR program including trade show participation, key partner conferences/events, articles and interviews in key industry media and positioned firm as thought leaders – improved exposure helped acquisition of larger competitor
* Provided themes, talking points and on-camera training for company spokespersons and planned Press Day in New York
* As Product Development Team member, provided input for new product development at subsidiary level and corporate
* Streamlined processes for faster Compliance approval and improved records management – resulting in more successful SEC audit
* Fine-tuned production and fulfillment processes and created an average of 25% positive variance on budget for two years