

# Mickey Fath

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## EXPERIENCE

### **Victoria's Secret & Co., Columbus, OH**

#### ***Senior Marketing Operations Coordinator (5/2022 – Present)***

- Responsible for facilitating workflow between Marketing Strategy, Creative, Visual, Merchants, Planning and Production teams.
- Coordinates the approvals of creative assets, including routing copy, proofs and layouts to various teams.
- Takes changes to team and ensures timelines are met within each round of feedback.
- Partners with production and store communications on in-store dates and tracking in relation to store signage.
- Assists in researching product information (prices, generic numbers, size runs, etc.) for direct mail pieces.

### **Emergency Medical Products, Inc., Dublin, OH**

#### ***Marketplace Specialist (4/2021 – 5/2022)***

- Responsible for monitoring, evaluating and developing strategy as it relates to the use of online marketplaces such as Amazon.
- Mastered all aspects of Amazon marketing PPC advertising, growing overall visibility and sales of the brand.
- Successfully launched brand into new marketplace (Walmart).
- Owned in the creation, strategy, management and expansion of E-Commerce sales on different platforms.

### **Nocterra Brewing Company Powell, OH**

#### ***Assistant Marketing Director (8/2020 – 3/2021)***

- Assisted in photo and writing content creation for social media platforms including Instagram, Twitter and Facebook.
- Grew social media platform followers by 3,000+ through social media strategies and partnerships.
- Designed posters, logos and graphics with Adobe Creative Suite programs.

### **Backdrop Magazine Athens, OH**

#### **Assistant Managing Editor, Web Editor, and Writer (8/2016 – 5/2020)**

- Wrote, copy edited and fact-checked print and web articles under AP Style guidelines before being published.
- Assisted in website design and mastered Wordpress program.

## EDUCATION

Ohio University | Bachelor of Science in Journalism (08/2016 – 08/2020)