

Ari Rubin

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Summary

Innovative and ambitious professional experienced in leading small teams, CRM systems, and market research. Passionate about driving business growth through creative marketing strategies and eager to bring fresh ideas to a forward-thinking company. Looking to make an impact in a role where I can combine my skills with a focus on developing and improving business systems while exploring new ways to help organizations thrive.

Education

Case Western Reserve University - Cleveland, Ohio

Bachelor of Science in Marketing | Minors: Finance, Supply Chain Management

Expected Graduation: Fall 2026

Experience

Shurtape Technologies, LLC - Avon, Ohio

Insights Intern | May 2025 - August 2025

- Conducted market research and competitor analysis to inform product innovation across Shurtape's portfolio, including Duck Tape, FrogTape, and Duck Pro brands
- Translated consumer and market insights into adhesive-based product concepts, contributing to innovation initiatives such as FrogTape ReMOVEables
- Designed and scripted large-scale consumer surveys in Forsta, applying randomization logic and segmentation frameworks to test product messaging and positioning
- Delivered research presentations to senior marketing leadership, turning insights into actionable recommendations
- Founded and led *Interns Connect*, a new weekly program enabling interns to discuss projects and collaborate across functions

Global Furnishings, Inc - Cleveland, Ohio

Business Development Intern | March 2024 - March 2025

- Combined R&D, business development, and marketing to expand GFI's reach into security solutions and community management
- Managed a small team of software engineering interns, delegating tasks and bridging the gap between engineers and non-engineers to ensure smooth project execution
- Fostered relationships with suppliers, identified new business opportunities, and supported the sales process using CRM (Zoho & Pipedrive)
- Enhanced marketing efforts and analyzed performance metrics (Google Ads, Google Analytics, Google Tag Manager)

LAB Week - Painesville, Ohio

Volunteer | June 2023

- Aided in preparation and facilitation of activities for a week-long overnight, business-oriented educational program
- Managed two groups of high school students, fostering their immersion in the lessons and simulation activities
- Communicated with representatives from companies partnering with LAB to arrange their roles within the program

Honey Hut of Solon - Solon, Ohio

Ice Cream Scooper & Front Desk Clerk | March 2021 - August 2023

- Worked collaboratively in a fast-paced environment to maintain an efficient workflow
- Offered exceptional customer service to ensure a memorable experience for patrons
- Trusted to operate cash register and process transactions, handling cash and card payments
- Supported managerial staff in sales reporting through recording order details

Skills, Interests, and Activities

- Skills: Small Team Leadership, Interpersonal Communication, Persona Development, Market Research (Secondary & Primary), Microsoft Office Suite, CRM Systems (Zoho & Pipedrive), Survey Design & Analysis (Forsta/Confermit)
- Interests: Business Development, Supply Chain Management, Web3 and DeFi Systems
- Activities: Tabletop Gaming, Fitness and Nutrition, Cleveland Baseball Spectating