

# RONNI S. RABIN

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## SUMMARY

*Extensive experience in sales, marketing, and client development/corporate relations. Excels at opening doors with top-decision makers, developing and building relationships, outreach, creating partnerships, increasing sales, refining brands.*

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### Personal Qualities:

- Exceptional interpersonal, communication and networking skills.
- Organized, self-disciplined and professional in demeanor.
- Ability to work individually and as part of a team.
- Highly self-motivated, energetic, creative, accountable.

### PROFESSIONAL EXPERIENCE

#### Creative Marketing (1990-present)

- Founded company to offer freelance marketing consulting, sales, fundraising and niche services as needed for businesses and non-profit organizations.
- **Fundraising clients include:** Jewish Community Center of New Haven, HealthRightUSA, Orchard Street Synagogue's 100<sup>th</sup> Anniversary Celebration, Northern Stage (more below)
- **Advertising sales clients include:** NH Home Resource, Second Wind Media, Kosher Media Network. (JoyofKosher.com)
- **Marketing/Event Planning/Leasing:** The Union, upscale residence by First Service Residential.

#### Major Client project: NORTHERN STAGE a professional theatre company in VT Sponsorship Fundraiser / Marketing Manager

- Sold sponsorships including the biggest of the season.
- Formed marketing alliances with other arts and non-profit organizations, chambers of commerce, businesses and statewide organizations.
- Solicited group sales as well as sponsorships to fundraise and advance Northern Stage's interests and publicize the organization.
- Worked with media in TV, Radio and Print in local market as well as Boston & NYC.
- Collaborated on advertising plans for print, radio, e-marketing, bus transit and oversaw development of marketing collateral materials

#### Yale Alumni Magazine (2011-2015)

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##### Marketing Director / Director of Advertising Sales

- Revitalized Magazine and website with 40% increase of sales.
- Consistently brought in 50% of organization's operating budget.
- Renewed old accounts and established new relationships with clients and prospects.
- Redesigned and maintained Filemaker database.
- Trained and hired sales staff and supervised interns.

## **Second Wind Media (1992-2011)**

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### **Senior Publisher's Representative**

- Developed over \$400,000 in annual sales for 17 years.
- Known as a "Top Producer" building long-term relationships and relentlessly prospecting and landing new sales.

## **Science Park at Yale University (1985-1988)**

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### **Marketing/Public Relations Manager**

- Established marketing programs to attract entrepreneurs to newly established Yale University affiliated Research Park.
- Created advertising, direct mail and public relations campaigns.
- Planned and executed special events.
- Represented Science Park to prospective tenants.

## **Vanity Fair Magazine (1984-1985)**

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### **Travel Manager**

- Headed sales for travel accounts during the re-launching of Vanity Fair Magazine after a 20-year publishing hiatus.
- Clients included: Club Med, The National Tourist Office of Portugal and the Orient Express.
- Represented Vanity Fair Magazine at major travel trade shows as well as traveled outside of the United States.

## **Harper's Magazine (1983-1984)**

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### **Account Supervisor**

- Clients included Air France, Merrill Lynch, Citibank and Dreyfus Service Corporation.
- Increased advertising exclusively through prospecting and new business development.

## **EDUCATION**

**Bachelor of Arts, Interdisciplinary Studies** • Georgetown University, Washington, D.C.