

Ellen Mullins Bollinger

Contact me:

 bollingere@gmail.com

 www.ellenbollinger.com

Skills:


- Strategic Business Development
- Data Analysis and Research
- 360 Degree Branding
- Sales Relationship Management
- Budget Forecasting
- Consultative Sales
- Articulate, Persuasive Communications
- Presentation Delivery
- Active Listening
- Rapport Building
- Win-win Negotiations
- Due Diligence
- Time Management

Awards:

- 2 *New York Times* Publisher's Awards
- 3 NYC Co-Ed Softball Championships; one as MVP

Social Links:

 www.linkedin.com/in/ellen-bollinger-0a4b4a4/

 Ellen Bollinger

 @ellenbollinger

 ellenbollinger

QUALIFICATIONS:

An initiator, with proven ability to analyze data and create profitable strategic programs for media brands. Accomplished at forecasting and delivering record-setting, multiplatform revenue growth. Skilled leader, mentor and developer of communities of participants. Expert in communications, brand messaging, marketing services, fundraising, events and social media marketing.

CAREER HIGHLIGHTS:

SALES:

- Drove total ad revenue gain 210% during first six years at *The Nation* while cutting payroll 26%
- Revamped media site ad placements resulting in double digit CPMs
- Increased Email sales from zero to \$500k over five years

MARKETING:

- Produced video & print sales presentations and media kits for *The New York Times*
- Created and produced media kits, on air promotion and sales presentation videos
- Chaired SMART market planning at *Asbury Park Press, NJ101.5*
- Developed sales strategies through analysis of syndicated and proprietary research
- Launched Sunday *New York Post, NY1, NY Yankees Fan Festival*
- Self-published glossy, luxury magazine for NYC ferry commuters

MANAGEMENT:

- 40-person team at Asbury Park Press
- 30-person team at New York Post
- 12-person team at TimeWarner City Cable
- Ad agency liaison for *NY1, NY Post, Asbury Park Press* and *The Nation*

WORKING EXPERIENCE:

THE NATION Magazine & THENATION.COM Vice President, Advertising Director

NEW YORK, NY
1999 to JULY 2016

- Doubled print revenue while increasing average page rate 77% in first six years
- Grew digital sales 30% annually, comprising 55% of total ad revenue through midyear 2016
- Created sustainable, non-endemic ad verticals
- Liaison for brand identity and growth, strategic direction, fundraising and community development
- Hired, managed, trained small staff and freelance support team
- Accurate budget forecasting – met or surpassed revenue goals 12 out of 16 years

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Education:

- **New College:**
B.S Double Major
(Anthropology/Theater)
- **Université de Nice,**
France: Cultural &
Language Studies
- **Newspaper Association
of America Executive
Marketing Seminar**

Board Membership:

- Global Advisory Board —
Cornerstone Capital LLC
- Board of Directors — The
Sandy Hook Foundation
- Board of Directors
— Working Films

Groups that I'm In:

- Advertising, Marketing and
Media Sales Professionals
- Book Publishing Professionals
- Film & TV Tech Professionals
- Folio: MediaPros — Magazine &
Online Publishing Professionals
- Good And Green — The Green
Marketing Conference
- Magazine
- Magazine Advertising Sales
- Marketing &
Communication Network
- Media & Marketing
Professionals Worldwide
- Media Sales Professionals
- min Bottom Liners
- min Media Group
- NYTConnected
- Publishers Advertising and
Marketing Association — NY
- The Internet Marketing
Conference (IMC) Group
- The Sales Association
- ThoseinMedia
- Tulane University Parent
Career Network

WORKING EXPERIENCE:

ASBURY PARK PRESS//NEW JERSEY PRESS, INC. Vice President, Director of Marketing

NEPTUNE, NJ
1993 TO 1997

- Managed, hired, trained 40-person marketing department
- Spearheaded annual market plans of cross-disciplinary teams and championed media acquisitions
- Liaison to ad agencies, bought and supervised creation of print, radio, outdoor and house ad campaigns
- Built brand equity through public relations for print, broadcast and launch of Internet Portal
- First female Stakeholder on Executive Committee

NY 1 NEWS & TIME WARNER CITYCABLE Director of Marketing

NEW YORK, NY
1992 TO 1993

- Launched iconic 24-hour New York City news channel
- Led branding, ad sales promotion, circulation, PR, events and community relations
- Hired and trained marketing team servicing two divisions of TimeWarner NYC Cable Group
- Liaison to ad agencies for brand identity and growth, strategic direction and publicity
- Negotiated purchase and supervised creation of print, radio, outdoor and house ad campaigns

ELLEN PRODUCTIONS Sole Proprietor

NEW YORK, NY
1990 TO 1992

Created and produced the first annual New York Yankees Fan Festival at Madison Square Garden. Clients included financial services, associations, sports teams, media and nonprofit firms.

THE NEW YORK POST Executive Director, Marketing & Assistant to Publisher

NEW YORK, NY
1988 TO 1990

Hired, trained and developed a centralized marketing department for ad sales and circulation. Liaison to ad agencies for brand identity community participation, strategic direction and publicity. Led all PR, market research and creative services. Bought media and supervised creation of print, radio, outdoor and house ad campaigns. Sold and bartered new business through sponsored events, native advertising, sweepstakes and in-store promotion.

INSTITUTIONAL INVESTOR//CAPITAL CITIES International Director

LONDON U.K.
1987 TO 1988

Served as acting publisher of special publications *Global Capital Marketing Forum* and *Money Management Forum* with a territory encompassing Western Europe while managing office and remote staff for advertorial/native advertising content.