

ELLEN MULLINS BOLLINGER

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SENIOR REVENUE & MEDIA SALES EXECUTIVE

Advertising • Sponsorship • Events • Partnerships • Digital & Print

Revenue-driving media executive with 25+ years of success building, scaling, and monetizing multi-platform businesses across digital, print, newsletters, branded content, and live events. Expert in prospecting, strategic partnerships, sponsorship sales, pricing strategy, market expansion, and integrated marketing. Known for closing complex deals, building elite client relationships, and consistently outperforming revenue targets.

Core Competencies: Revenue Growth • Advertising Sales • Sponsorship & Partnerships • Event & Conference Sales • B2B Sales • Prospecting • Negotiation • CRM & Pipeline Management • Market Expansion • Brand Strategy • Integrated Campaigns • Account Management • Leadership

PROFESSIONAL EXPERIENCE

MOTHER JONES / FOUNDATION FOR NATIONAL PROGRESS — New York, NY

Manager, Advertising Sales | 2017–2018

Drove new multi-platform revenue across digital, print, newsletters, and branded content.

Created and sold a premium advertising network including ProPublica, New York Review of Books, Harper's, Columbia Journalism Review, and Cannabis Now, expanding reach, CPMs, and deal size.

Built high-value prospect pipelines and negotiated integrated sponsorships.

THE NATION MAGAZINE & THENATION.COM — New York, NY

Vice President, Advertising | 2003–2016

Advertising Director | 1999–2003

Owned record-breaking advertising revenue across print, digital, email, sponsorships, and events.

Personally generated \$1M+ annually; grew total revenue 200% and increased average page rate 73%.

Built integrated revenue strategy across digital, newsletters, print, branded content, and live conferences.

Launched pricing models, sponsorship platforms, fundraising initiatives, and strategic partnerships.

Closed six-figure partnerships and sponsorships across education, finance, nonprofit, political, and entertainment sectors.

NEW JERSEY PRESS, INC. — Neptune, NJ

Vice President, Marketing | 1996–1997

Director of Marketing | 1993–1996

Executive Committee member leading 40-person marketing department.

Rebuilt marketing operations supporting M&A of two newspapers and a radio station.

Launched early internet portal, expanding audience and digital revenue channels.

INSTITUTIONAL INVESTOR / CAPITAL CITIES — London, UK

International Director / Acting Publisher

Led international sales and sponsorship expansion across Western Europe and Scandinavia.

Produced branded content, special editions, and executive conferences.

THE NEW YORK TIMES — New York, NY

Sales & Marketing

Earned Two Publisher Awards for creating and selling new advertising marketplaces.

Developed media kits and integrated sales strategies.

NY1 NEWS / TIME WARNER CABLE — New York, NY

Director, Marketing

Senior launch team for 24-hour NYC news channel.

Led branding, advertising sales promotion, publicity, special events, and agency relations.

CONSULTING & CONTRACT LEADERSHIP

Verterad (Digital Ad Network for Cannabis)

Hard Reset (Digital News) — 2025–2026

Doubled qualified prospect database and sponsorship pipeline; produced media kits, reader surveys, and Sundance sponsorship event partnerships.

The Buckeye Flame — Advertising Director | 2025

Driving revenue growth for Ohio's leading LGBTQ+ digital news platform.

Scarlet Express — Account Executive | 2025

Generated contract work for cannabis retailers--transportation, logistics, and marketing clients across the Mid-Atlantic.

Mighty Kind Company — Regional Brand Manager | 2022

Launched non-THC cannabis beverages across the Eastern U.S.; national brand collaboration with filmmaker Kevin Smith (Clerks 3).

Green Market Report / Crain Communications — Brand Ambassador | 2020–2022

Built audience, partnerships, and sponsorship revenue for B2B cannabis media and conferences.

WeedWeek — Sales, Marketing & Events | 2018–2020

Doubled digital advertising revenue; launched Recharge LA investor conference; produced The Weedy Awards for cannabis C-Suite attendees.

ADDITIONAL EXPERIENCE

John Patrick Publishing — Sales Manager | 2023–2024

Built small-business advertising base across Monmouth and Ocean Counties.

New York Yankees — Event Producer

Created and produced the 1st Annual NY Yankees Fan Festival at Madison Square Garden.

EDUCATION

New College, Sarasota, FL — B.S., Psychological Anthropology; Theater Minor
Université de Nice (France) & The Japan Society (NY) — Cultural & Language Studies

BOARD & LEADERSHIP

Working Films • Sandy Hook Foundation (longest-serving board member) • New Jersey Blind Citizens Association • Cornerstone Capital LLC (Global Advisory Board) • Henry Hudson Regional Board of Education • Atlantic Highlands Green Team