

# Ellen Mullins Bollinger

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[Website](#)

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@ellenbollinger

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## Education:

New College;  
Sarasota, Florida —  
BS Psychological  
Anthropology  
Université de Nice,  
France — Cultural &  
Language Studies  
Newspaper Assoc. of  
America — Executive  
Marketing Seminar

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## Currently Serve on:

Global Advisory Council  
—Cornerstone Capital  
Board of Directors —  
Sandy Hook Foundation  
Executive Board of  
Directors — Working  
Films

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## Awards:

Two *New York Times*  
Publisher's Awards

Three NYC Co-Ed  
Softball Championships;  
one as MVP

## SUMMARY

I have directed marketing and sales teams for national and regional companies to deliver record-setting revenue and market share growth. Trained early in *The New York Times* 'farm system' where I received promotions and awards. Are you looking for integrity, intelligence, a positive outlook, excellent communication skills, attention to detail, creative problem-solving, an empathetic listener and an approach that uses quantitative data to derive qualitative strategies? Let's work together to get the job done!

## KEY COMPETENCIES

Creator  
Leader  
Motivator  
Persuasive communicator  
Boundary-scanning thinker  
Brand builder  
Integrated, multi-platform marketing  
Fundraising  
Client and vendor relationship management  
Data analysis executable strategy  
Event planning

## ACCOMPLISHMENTS

- Drove 210% total ad revenue gain during first six years at *The Nation* while shrinking payroll 26%
- Doubled multi-platform (online, mobile, email) digital revenue over four years with 30% annual growth thereafter
- Overhauled web site ad placements for optimum viewability which resulted in double digit CPM pricing
- Produced video & print sales presentations and media kits for *The New York Times*, the *New York Post*, *Asbury Park Press* and *The Nation* magazine.
- Originated and produced media kits, on air promotion and sales presentations, TV spots and launch events at NY1
- Chaired SMART market planning at *Asbury Park Press*, NJ101.5 Radio
- Analysis of syndicated and creation of proprietary research
- Self-published glossy, luxury magazine for NYC ferry commuters. *Pierless*

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## PROFESSIONAL EXPERIENCE

### ***THE NATION***

NEW YORK, NY

#### **Vice President, Advertising Director**

**1999 - 2016**

- ◇ Built sustainable, endemic and non-endemic ad verticals
- ◇ Directly sold to advertisers, agencies and donors
- ◇ Hired, managed, trained staff and freelance support team
- ◇ Accurate budget forecasting – consistently met or surpassed quotas/goals
- ◇ Originated partnerships -- Sundance Film Festival, Docs NYC, etc.

### ***ASBURY PARK PRESS***

NEPTUNE, NJ

#### **Vice President, Marketing Director**

- ◇ Oversaw and trained 40-person marketing department for print and radio properties
- ◇ Spearheaded annual marketing plans with cross-disciplinary team
- ◇ Launched and marketed internet portal, IN Jersey
- ◇ Led brand identity, creation, negotiation and purchase of print, radio and outdoor ads

### **NY 1 NEWS & TIME WARNER CITYCABLE**

NEW YORK, NY

#### **Director of Marketing**

- ◇ Spearheaded launch of news channel
- ◇ Led branding, ad sales promotion, circulation, PR, events and community relations
- ◇ Negotiated, purchased and supervised creation of TV, print, radio, outdoor and house ad campaigns

## ADDITIONAL POSITIONS HELD

- ◇ Initiated and produced the First New York Yankees Fan Festival
- ◇ Promoted from Assistant to Publisher to Executive Director, Marketing at *New York Post*. Launched Sunday Post, cross-promotion with retailers
- ◇ Operated from London as International Director, *Institutional Investor*, Western Europe. Acting Publisher, Global Capital Markets Forum.

## NONPROFIT EXPERIENCE

Fundraising, Grant Writing, Event Planning, Organizing, Community Relations, Publicity