

917-488-2035

Ellen Mullins Bollinger

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ATLANTIC HIGHLANDS, NEW JERSEY

Solid track record of answering challenges to expand revenues through smart prospecting, profitable initiatives, tactical development, engagement, and maintenance of partnerships. Boundary-scanning strategic approach to media sales, communications, and conference space.

Eloquent written and verbal communicator. Dynamic social media presence with expertise in driving impact, brand awareness, increasing market share. Decisive leader and teambuilder with integrity and superior customer relationship-management skills.

I love to close deals and make money.

CORPORATE POSITIONS

John Patrick Publishing

Ivyland PA

Sales Manager

2023 To 2024

Build small business customer base in Monmouth and Ocean Counties weekly bulletins. Prospecting, proposal development and community engagement.

WEEDWEEK

LOS ANGELES, CA

Sales, Marketing, and Events

2018 - 2020

Doubled digital revenue for weekly newsletters. Launched and produced *Recharge LA* conference series for investors and top-tier cannabis executives. Sold sponsorship activations. Produced *The Weedy Awards* event in West Hollywood 2/28/2020.

MOTHER JONES, FOUNDATION FOR NATIONAL PROGRESS

NEW YORK, NY

Manager, Advertising Sales

2017 - 2018

Responsible for new, multi-platform sales in assigned categories and territories and creating and selling a premium ad network that included: ProPublica, the *New York Review of Books*, *Harper's*, *Columbia Journalism Review* and *Cannabis Now*.

THE NATION MAGAZINE AND THENATION.COM

NEW YORK, NY

Vice President, Advertising

2003 TO 2016

Advertising Director

1999 TO 2003

Manage, market, and sell digital, print, and email advertising. Led campaign to build brand identity, strategic direction, pricing, fundraising, event planning and conference partnerships. Personally sold \$1 million+ annually, grew revenue 200% increased average page rate 73%. Book publishing, Education, Financial Services, Nonprofits, Political Campaigns, Movies, and Media verticals.

NEW JERSEY PRESS, INC.

NEPTUNE, NJ

Vice President, Marketing

1996 TO 1997

Re-engineered marketing department to support M&A of two newspapers and a radio station. Launched an Internet Portal. Led cross-disciplinary teams in annual market planning. Built brand equity for print, broadcast, and new media properties.

Director, Marketing

1993 TO 1996

Executive Committee. Led 40-person marketing department.

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CONSULTING CONTRACTS

The Buckeye Flame

Advertising Director

Grow revenue for Ohio's leading source of LGBTQ+ news and information.

REMOTE

2025

Scarlet Express

Account Executive

Bring new transportation and marketing clients to leading mid-Atlantic cannabis company

REMOTE

2025

MIGHTY KIND COMPANY

Regional Brand Manager

Introduce non-THC cannabis seltzer products to eastern U.S. market. Brand in collaboration with film director, Kevin Smith and featured in his Clerks 3 release.

REMOTE

2022

GREEN MARKET REPORT / CRAIN COMMUNICATIONS

Brand Ambassador

Built audience and revenue for digital newsletter and events with B2B investment (IR) community in the cannabis space.

REMOTE

2020 — 2022

OTHER EXPERIENCE

***INSTITUTIONAL INVESTOR* / CAPITAL CITIES**

International Director

Acting publisher of *Global Capital Marketing Forum* and *Money Management Forum*. Stationed in London and travelled throughout western Europe and Scandinavia building branded content features and special editions.

LONDON U.K.

THE NEW YORK TIMES

Sales & Marketing

Two Publisher Awards for ideating, marketing, and selling new business marketplaces. Wrote, produced, delivered media kits and sales presentations in variety of ad verticals.

NEW YORK, NY

NY 1 NEWS & TIMEWARNER CITYCABLE

Director, Marketing

Launched 24-hour New York City news channel. Branding, advertising sales promotion, publicity, special events, community relations and advertising agency liaison for TV, outdoor and on-air promotion.

NEW YORK, NY

The New York Yankees

Created and produced the First Annual NY Yankees Fan Festival at Madison Square Garden

OTHER

New College; Sarasota, Florida. B.S. Degree in Psychological Anthropology; Theater Minor

Board of Directors -- Working Films. Wilmington, NC

Board of Directors -- The Sandy Hook Foundation. Highlands, NJ

Université de Nice; France & The Japan Society; NY Cultural and Language Studies

Newspaper Association of America's Executive Marketing Seminar

Global Advisory Board -- Cornerstone Capital LLC. New York, NY

Championship NYC Co-Ed Softball Pitcher

Atlantic Highlands Green Team