

Ellen Mullins Bollinger

ATLANTIC HIGHLANDS, NEW JERSEY
917-488-2035 bollingere@gmail.com

History of setting revenue records through motivating staff, efficient time management, strategic initiatives, partnership prospecting and engagement. Adept in management, sales, understanding the ecosystem of filmed entertainment, and developing clear and compelling presentation materials. Passionate about TV, film, closing deals, optimizing staff, solving problems, driving profitability.

THE NATION MAGAZINE AND THENATION.COM

Vice President, Advertising

Managed union staff. Produced videos to build brand identity, history of film coverage since 1915. Led strategic direction, pricing, fundraising, events and conference partnerships. Worked with producers and show runners to promote releases through print and digital advertising, A-List endorsements and screenings, film festival partnerships and attending Sundance, Woodstock and Docs NYC.

THE NEW YORK TIMES

Sales & Marketing

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

NY 1 NEWS & TIMEWARNER CITYCABLE

Director, Marketing

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

NEW JERSEY PRESS, INC.

Vice President, Marketing

Managed marketing department with staff of 40. Responsible for publicity, TV and outdoor advertising for *Asbury Park Press* newspaper as well as radio and newspaper acquisitions. Launched Internet Portal, In Jersey. Led cross-disciplinary teams in annual planning.

The New York Post

Executive Director, Marketing

Hired, trained and developed a centralized marketing department of twenty employees to drive revenue. Bought media, co-produced TV campaign to introduce Sunday *NY Post*.

INSTITUTIONAL INVESTOR/CAPITAL CITIES

International Director

Acting publisher of *Global Capital Marketing Forum* and *Money Management Forum*. Stationed in London, managed remote staff of five and travelled throughout western Europe and Scandinavia.

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
Board of Education -- Henry Hudson Regional School
Championship NYC Co-Ed Softball Pitcher
Atlantic Highlands Green Team