

917-488-2035

Ellen Mullins Bollinger

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ATLANTIC HIGHLANDS, NEW JERSEY

Recognized as a leader and team builder. A proven track record in branding, marketing, and revenue generation. Passionate about cultivating long-term customer relationships. I bring a strategic mindset and out-of-the box thinking to every endeavor.

CORPORATE POSITIONS

THE NATION MAGAZINE AND THENATION.COM

NEW YORK, NY

Vice President, Advertising

2003 TO 2016

Advertising Director

1999 TO 2003

Managed staff, marketed, and sold digital, print, and email advertising. Led influencer campaign to build brand identity.

Strategic direction, pricing, fundraising, event planning, and partnerships. Personally sold \$1 million+ annually, grew revenue 250% increased average page rate 73%. Financial services, book publishing, social issues, political campaigns, nonprofits, movies, music, and media verticals.

NEW JERSEY PRESS, INC.

NEPTUNE, NJ

Vice President, Marketing

1993 TO 1997

Re-engineered and led 40-person 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 of print, broadcast, and new media properties.

CONSULTING

JOHN PATRICK PUBLISHING COMPANY, LLC

REMOTE

Weekly Bulletin Sales Representative

2023 - present

Represent assigned churches to connect small businesses to parishioner families through weekly print, digital bulletins.

GREEN MARKET REPORT

REMOTE

Brand Ambassador

2020 — 2022

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

Continued

RELEVANT EXPERIENCE

INSTITUTIONAL INVESTOR/CAPITAL CITIES

LONDON U.K.

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.

THE NEW YORK TIMES

NEW YORK, NY

Sales & Marketing

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

NY 1 NEWS & TIMEWARNER CITYCABLE

NEW YORK, NY

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.

OTHER

Board of Education—Henry Hudson Regional School District—Highlands, NJ

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

New College; Sarasota, Florida. B.S. Degree

Pierless LLC – Co-Founder of monthly magazine for high-net-worth NJ and NY private ferry commuters

Championship-winning NYC Co-Ed Softball Pitcher