

312-505-3794



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RIESE RUBIN

MARTECH ENTHUSIAST / WEBSITE WIZARD / A+ GOOGLER

EDUCATION

Bachelor of Arts, 2011
Marketing Communications
Columbia College Chicago

SKILLS & CERTIFICATIONS

CMS / CRM / MAP

HubSpot
Salesforce / Pardot
Constant Contact
Mailchimp

DESIGN

Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Canva

WEB / PROGRAMMING

Wordpress (Advanced)
Squarespace (Intermediate)
HTML (Advanced)
CSS (Intermediate)
JavaScript (Basic)

CERTIFICATIONS

Google Analytics
Google Digital Marketing
Google Ads Search
HubSpot Inbound
HubSpot Social Media
SEMrush SEO Toolkit
Twitter Ads Manager

PROFILE

Versatile, collaborative marketing professional with experience creating and executing scalable customer-centric marketing campaigns. Skilled in marketing automation, lead generation and nurturing, front-end web development, search engine optimization, social media, paid ads, and strategic partnerships.

EXPERIENCE

DIGITAL MARKETING MANAGER PARKHUB

- Managed multi-touch marketing campaigns to increase MQLs, drive conversions, and enhance brand recognition
- Analyzed site traffic conversion by channel, monitoring CPL and other KPIs to inform budget and strategy
- Created content for full cycle conversion (SEO, landing pages, paid ads, email, PR)
- Oversaw all aspects of marketing and on-site activation for trade shows, including pre/post event campaigns and booth logistics
- Key point of contact for all marketing agencies and contractors

AUDIENCE DEVELOPMENT MANAGER HANNOVER FAIRS USA

- Built attendance and engagement for B2B trade shows in the industrial manufacturing and renewable energy sectors
- Developed all external facing assets related to event marketing
- Identified and executed strategic partnerships with industry-specific media outlets and trade associations
- Produced and circulated on-site and post-show video assets

MARKETING & FUNDRAISING MANAGER CHICAGO FILMMAKERS

- Planned and implemented a marketing and fundraising strategy utilizing a mix of traditional and digital tactics
- Cultivated relationships with sponsors, media partners, and community leaders to support two international film festivals
- Hired and supervised a team of interns and volunteers
- Project manager for organizational programs including film festivals, production fund grants and panels, weekly screening series, and youth film camps