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Strategic Marketing | Communications | Operations | Product Development + Innovation  
Database + Direct + Digital Marketing

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Marketing and Communications strategist with demonstrated success across diverse industries large and small, from aviation to yoga. Proven out-of-the-box creative thinker and problem solver. Highly entrepreneurial with a knack for negotiating and collaborating to create new products and practical solutions. Successful track record in the membership/subscription arena. History of innovative marketing and operational 'first-ers' to solve complex business problems. Natural-born Conductor with a skill for leading large-scale, cross-functional initiatives. Strong leadership, team-building, and budgeting experience. Lover of all things culture and creative. Author and award-winning adjunct professor. MarTech savvy.

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### Key Contributions

#### **Strategic Marketing – Adept at creating and leading marketing initiatives that drive results**

- As Vice President, led a department of 8 with full P&L responsibility for a \$7MM budget
- As Director, led strategic marketing efforts for several consumer membership products in the travel, pet, consumer privacy, real estate, financial services, and auto industries
- Recruited as the first General Manager for the startup co-branded credit card division of a global travel company, earned a profit in the first year; forged partnerships with partner organizations as diverse as banks, travel partners, the State Department, hotels, and VISA USA
- Manage creative teams and agencies to develop and launch profitable marketing programs

#### **Product Management, Development + Innovation – Success in conceptualizing and launching new products**

- As Vice President, guided the development of new products from concept to completion inclusive of market strategy, research, budget, agency, and partner negotiation for the development and launch of 3 new products in 6 months
- Co-led the organizational ISO 9000 Certification process
- Launched a new co-branded credit card division for a leading travel company resulting in a flow of leads into the reservations department
- Created and launched an innovative Credit Card product resulting in an Echo Award nomination
- Negotiated first-ever partnership with VISA USA using a corporate 800# on a co-branded credit card
- Worked with local Yellow Pages to create new 'Small Business Services' category

#### **Marketing Communications – Deep expertise in creating messaging, branding, and marketing copy**

- As Co-owner purchased a dying retail store and turned it into a profitable venture within one year with rebranding, logo, signage, and re-positioning
- Creation of messaging, positioning statements, blogging, website copy, brochures, and marketing collateral materials for companies and industries of all types and sizes
- Rebranded and led a highly effective year-long university Professional Development Workshop series and supported it with a first-ever logo creation, social media, and email marketing campaign
- Created and implemented weekly job/internship email newsletter for undergrad, graduate, and alumni-sourced positions, reached out to my personal and extended professional network on behalf of students
- Served on the Communications Sub-Committee of the Business Development Council at a University to formulate a digital strategy for the School of Business – included re-writing of the school's website pages; updating links; and creating YouTube Channel

## Education / Skills

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MBA University of Dallas, Dallas, TX  
Concentration in International Business, Graduated with honors

BBA Pace University, New York City Campus, NY  
Marketing Major

Working knowledge of many MarTech + EdTech software including SEO, WordPress, Google Suite, Bitly, Hootsuite, Canva, Constant Contact, Mailchimp, Emma, Blackboard, Canvas, and major social media platforms.

## Books / Publications

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- Biznology.com, marketing contributor, beginning January 2020
- MarketingZen, editor, and writer, beginning November 2019
- *Building Your Marketing Brain*, guest columnist for *Succeeding in Your Business*, June 2017
- *12 Marketing Tools Most Small Businesses Don't Get Right*, co-author, January 2014
- Author, *Affordable Marketing Solutions: Proven Techniques to Profitably Market Your Small Business*, Jan 2010
- *eBay Marketing Bible*, by Cliff Ennico, co-author of two chapters on marketing strategies, June 2009
- UnderstandingMarketing.com, *11 Free Things You Can Do to Market Your Small Business*, Dec 2009
- Fortune Small Business, *Ask the Expert*, July 2008 and February 2009
- Fairfield County Business Journal, *Don't Let Your Marketing Take a Vacation*, August 2007
- Westchester County Business Journal, *A Professional Marketing Plan Produces Results*, March 2007
- Fairfield County Business Journal, *Marketing is the Best Road to Increasing Revenues*, Dec 2006

## Professional Affiliations / Awards

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- Board Member, Marketing Director, Arts Alliance of Stratford, Since Dec 2020
- Member, *American Marketing Association*, Since 2016
- Two-time *Direct Marketing News* competition winner, 2015
- Organizing Committee Member/Marketing Coach for Yale's StartUp Weekend, 2014 & 2015
- Panel Judge/Coach for National Foundation for Teaching Entrepreneurship, 2014 & 2015
- Adjunct Faculty of the Year Award, Manhattanville College, Communication Studies Department, 2014
- Board Member, Marketing Committee, Jewish Family Service, Fairfield, CT, 2013-2014
- Board Member, Marketing Committee Chair, Stratford Arts Guild, Stratford, CT, 2012-2013
- Board Member, Membership Chair, Direct Marketing Association of Orange County, CA, 1992-1993
- Echo Award Nomination, Direct Marketing Association, Orange County, CA, 1991

## Work History

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- Affordable Marketing Solutions, Managing Director (2007-2020)
- Southern CT State University, Adjunct/Assistant Professor + Marketing Lead (Since 2016)
- Manhattanville College, Adjunct Professor, Communication Studies (2003-2015)
- CT Community Colleges, Adjunct Professor, Business + Humanities (Since 2001)
- MemberWorks, Director New Product Development (1999-2000)
- Credentials Financial Services, Vice President Marketing & New Product Development (1995-1998)
- Mailroom & More, Co-owner (1997-1999)
- Contiki Credit Card, General Manager (1992-1994)

For a more detailed background, please visit

my website at: <http://bit.ly/RSSpinaMarketing> and here's my LinkedIn profile: <https://bit.ly/RSSpinaLinkedIn>