

STACIE RABINOWITZ

13 ALDER ROAD

SIMSBURY, CT 06070

860.209.4967

SR@SRMARKETINGSOLUTIONS.COM

PROFESSIONAL SUMMARY

Multi-faceted communications professional who achieves superior results through creative, thoughtful, and pragmatic solutions. Demonstrated expertise in planning and implementing marketing plans, creating printed and e-marketing solutions, and event planning.

EXPERIENCE

PRINCIPAL, SR MARKETING SOLUTIONS WEB DESIGN & MARKETING CONSULTANT

Sept 2006-
Present

- Designed new website for \$115 million company, following their merge with a competitor, shifting the focus of their capabilities, and necessitating the need for more web-based employee communications.
- Designed website and promotional materials for new organization which provides financial, housing, and insurance consultation services to aging adults and their families.
- Redesigning website and promotion materials for jewelry company featuring original designs from Nepal. Proceeds from jewelry sales support educational and medical scholarships for women in rural Nepal.
- Designing endowment campaign materials (brochures, forms, website pages) for area religious institution, and advising them on improving member communications through electronic communications, enhanced printed materials, and interactive website enhancements.

PROGRAM DIRECTOR FOR MARKETING AND COMMUNICATIONS Leadership Greater Hartford – Hartford, CT

Sept 2002
– 2006

Leadership Greater Hartford provides leadership training, networking, and community connections to high school students, working professionals, and mature adults who want to enhance their leadership potential, increase their sphere of influence, and make a positive contribution to the Hartford region. LGH is New England's largest, and most active community leadership program.

- Oversaw the design and created content for two major website revisions in 2003 and Fall 2006 (2003 website received "Best Website" award by Community Leadership Association). Maintained and updated organization website, introduced e-commerce, online registration, and other member-friendly initiatives.
- Designed and created collateral materials to market leadership programs, promote special events, and inform members about organization activities. These include program brochures, invitations, event programs, flyers, annual reports, and bi-weekly email newsletters.
- Successfully coordinated five annual fundraising events—two golf tournaments and three award programs—increasing revenue, sponsorships and attendees each time.
- Increased number of articles about organization activities and accomplishments in local media through enhanced media relationships and increased frequency and distribution of press releases.
- Managed annual meetings, Board meetings, speaker series, networking, and member appreciation events. Was responsible for all promotions, contracting with vendors, and logistics.
- Served as key member of host committee for 2006 International Community Leadership Association annual conference in Hartford. Oversaw media relations and communications; managed recruitment, training and coordination of 100 volunteers; and the item selection, donor solicitation, consolidation and distribution of 800 welcome bags. More than 800 people from Hartford and across the world attended.

MARKETING COORDINATOR

2002

Beers Skanska Inc. – Atlanta, GA

An affiliate of one of the largest construction management companies in the world, Skanska USA. They built the Atlanta Olympic Stadium, Houston Astrodome, and the New England Aquarium. This award-winning company has annual revenues of \$4 billion.

- Worked with Senior Project Managers to create attractive, detailed, and unique responses to proposals for various projects throughout the country. Served as point of contact for all materials to be included in each proposal. Within 3 months, had prepared more than 20 proposals for projects worth over \$3 million.

Director of Public Relations/Programming and Public Relations Coordinator 1997-2002**Phi Mu Fraternity Headquarters – Atlanta, GA**

Second-oldest fraternity for women, founded in Macon, Georgia, in 1852. With more than 120 collegiate chapters and 300 alumnae chapters across the country, the organization has an annual budget over \$1million.

- Developed all curricula, logistics, agendas, and instructors for a four-day Leadership College for college women.
- Created personal development program for women from college age through retirement and other programs for specific audiences or issues.
- Developed printed and electronic materials to describe, promote, and educate members, parents, host colleges and the general public.
- Oversaw the redesign and developed all content for first major website revision. Maintained site regularly, and added new content as needed.
- Facilitated workshops at industry conferences.
- Key team member in fraternity's expansion campaigns—developing theme, plans, collateral materials and presentations.

Area Communications Program Manager/ Public Information Specialist 1990-1997**Science Applications International Corporation (SAIC) – Washington, DC and Atlanta, GA**

A Fortune 500 company, SAIC is one of the largest employee-owned consulting companies in the country with more than 43,000 employees in over 150 cities worldwide. They are a leading provider of scientific, engineering, systems integration and technical services and products to all branches of the U.S. military, intelligence, security and civil agencies, as well as to selected commercial markets.

- Managed the development and production of the Department of Energy's first annual report to Congress on the Environmental Management program, which was distributed to Congress, Governors, Attorneys General, and the public. Prepared speeches for the Secretary of Energy and her Assistant Secretaries based on report content. Also managed reports two subsequent years.
- Served on three proposal teams, preparing responses to requests for proposals for work exceeding \$3 million.
- Provided public relations and information support to three Department of Energy offices.

EDUCATION

Old Dominion University – Norfolk, VA, B.A. – *French and Economics*

SPECIALIZED TRAINING

- **WEB DESIGN:** Macromedia Dreamweaver and Flash, Microsoft FrontPage
- **DESKTOP PUBLISHING:** Quark Express, Microsoft Office, Adobe InDesign, PageMaker, Photoshop, and Illustrator